

LIFE

BEAUTY ON
FIFTH AVE.

JOAN APPLETON

DECEMBER 12, 1949 **20** CENTS
YEARLY SUBSCRIPTION \$6.00

REG. U. S. PAT. OFF.

Special Delivery—by Cannon!

Just in time for last-minute Santa Clauses—a fresh sleigh-full of Cannon gifts comes jingling into stores! You'll see exciting presents like these, for example—towels in colors lovely as Christmas tree lights, with the soft, sweet luxury that every woman likes! Gather them in gay ensembles to wrap yourself—or glamor-boxed by Cannon, ready for your card! Merry prices, too—

Cannon gift sets from as low as \$1.95, Cannon towels from about 39c to \$2.95.

Cannon Mills, Inc., 70 Worth Street, New York City 13





SUPER-POWERED and super-sensitive for today's crowded airwaves! New circuits, fully tuned RF stage, 3-gang condenser give you performance you'd never think possible in a table radio. In newly designed cabinet of mahogany plastic—slightly higher in gray. See Model 920 at your Philco dealer.

\$3795*



THE FINEST Portable ever offered by Philco at a price so low. Fully-tuned RF, highly sensitive circuit, 3-gang condenser. AC, DC or battery operated. In beautiful plastic case—brown, beige or green—with leatherette handle. Philco Model 621.

\$3995*

less battery



TOP VALUE 3-speed Table Combination. Plays all size records, all 3 speeds automatically. Offers real "console" tone in a table model—finest ever achieved at this low price. Fine radio, too. Smart Mahogany plastic cabinet, Philco Model 1422.

\$9995*



— and best of all
a PHILCO

... the finest, most powerful radios PHILCO has ever made in 19 years of unchallenged leadership

Here they are—America's finest radios... just about the most pleasure-giving Christmas gifts you could think of.

These are the radios specially designed to give unmatched performance in today's crowded airwaves. With new super-powered circuits, new fully tuned RF stage, new 3-gang condenser, Philco radios give performance rarely, if ever, equalled in radio history.

And when you give a Philco phonograph, you know you are giving, without a doubt, the finest ever

made. It is fully automatic—plays *all* records, all sizes, all speeds automatically with a single tone arm.

The sensational new Philco super-tone reproducer caresses all records—the regular 78's as well as the new fine-groove records—with just 1/8 ounce pressure. You'll hear the finest, purest tone ever achieved from recorded music.

Why not drop into your dealer's now—and select the Philco you want to put under somebody's tree this Christmas?



THE FINEST RADIO-PHONOGRAPH Philco has ever built in 19 years of unbroken leadership. New super-powered, highly sensitive AM-FM radio—new Philco Super-tone feather-weight Reproducer—new Philco all-record, all automatic record changer—in a beautifully styled mahogany veneer cabinet. Philco model 1721.

\$22995*



PHILCO FOR 1950 brings you the finest AM-FM radio we've ever built. New super-sensitive circuit, new tuned RF stage on FM give you assurance that wherever an FM signal is on the air, Philco will perform brilliantly, even where others fail. Hear, compare Model 926.

\$6995*



NEW AUTOMATIC CLOCK RADIO. Go to sleep to music—wake up to music. Clock turns radio off automatically, or on at any pre-set time. 1950 super-powered Philco radio. Brown plastic cabinet, slightly lower in price. Model 527-1.

\$3995*

**Prices slightly higher in South and West*



PHILCO'S LOWEST PRICE RADIO with power and tone that's truly amazing in a radio so low in price. In lustrous brown plastic cabinet—slightly higher in gleaming ivory. It's America's greatest table radio value. See and hear Philco Model 520.

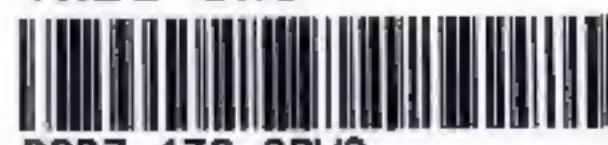
\$1795*



The finest for Christmas is

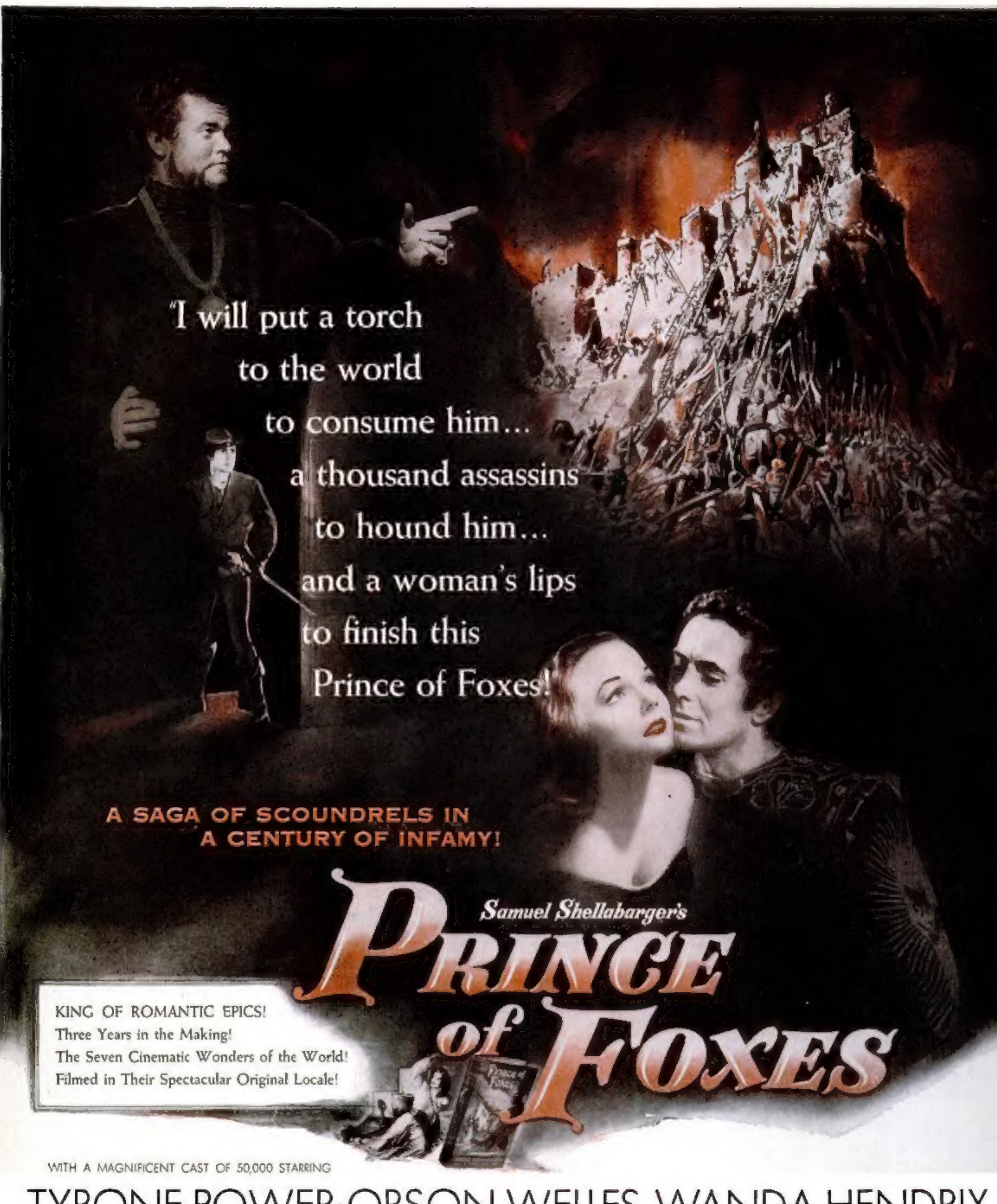
PHILCO

This One



PRBZ-47C-8RW3

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"I will put a torch
to the world
to consume him...
a thousand assassins
to hound him...
and a woman's lips
to finish this
Prince of Foxes!"

A SAGA OF SCOUNDRELS IN
A CENTURY OF INFAMY!

Samuel Shellabarger's
**PRINCE
of FOXES**

KING OF ROMANTIC EPICS!
Three Years in the Making!
The Seven Cinematic Wonders of the World!
Filmed in Their Spectacular Original Locale!

WITH A MAGNIFICENT CAST OF 50,000 STARRING

TYRONE POWER • ORSON WELLES • WANDA HENDRIX

with Marina Berti • Everett Sloane • Katina Paxinou • Felix Aylmer
SCREEN PLAY BY MILTON KRIMS




Directed by HENRY KING • Produced by SOL C. SIEGEL
FROM THE NOVEL BY SAMUEL SHELLABARGER

IT'S A GALA HOLIDAY OF ENTERTAINMENT!

ASK THE MANAGER OF YOUR FAVORITE THEATRE WHEN HE WILL PLAY IT

For the Brightest
Christmas Ever!

Be sure to get Christmas Tree Lights by
GENERAL  ELECTRIC



G-14 "Multiple" INDOOR bulbs for a gay tree. No hunting for burnouts! Fit same sockets as C-7½ bulbs.



C-7½ "Multiple" bulbs. Tree-trimmers love 'em. When one burns out, the rest stay lighted!



C-6 "Series" bulbs. Smaller in size but a big favorite every Christmas for bright colorful decorations.



C-9½ "Multiple" OUTDOOR bulbs. Inside-colored to prevent damage by weather. Each burns independently.

Perfect for Giving or Getting

World's Only Toaster With

Tete-a-Tete Controls!

BRIGHTEST GIFT under this year's Christmas tree will be Camfield's dazzling new automatic toaster with "Tete-a-Tete" Controls—the brightest idea in toaster convenience! For these controls can be regulated from either end of the new Camfield without twisting your arm, turning the toaster or burning your fingers.

A source of rightful pride for the giver and of everyday enjoyment for the getter, this 1950 Camfield makes the toast of your choice every time—light, medium or dark and always delicious. Its flawless finish of sparkling chromium makes the Camfield Toaster look at home on any tablecloth, be it checkered cotton or fancy linen. See this Blue Ribbon gift featured at better stores everywhere. Camfield Manufacturing Company, Grand Haven, Michigan.



"LOOK—IT WORKS FROM THIS END TOO!"

NEW 10-PIECE TOASTESS SET

The festive setting for gala impromptus, from breakfast in bed to midnight snacking! Smart, modern Tablette of exquisite walnut veneer is easy to carry, quick to clean and amazingly sturdy. Finest ceramic ware has been styled exclusively for Camfield by Florian. Man-sized sandwich plates keep cups from sliding, balance even on a fullback's knee!





FOR CENTURIES AND CENTURIES, cooking rice has been a long, long job. Boiling, washing, rinsing, draining, steaming . . . the process has been just about the same on the latest streamlined ranges as over an open fire in a primitive village.

"READER'S DIGEST" REPORTS EXCITING RICE DISCOVERY!

Famous magazine tells how new miracle-fast product revolutionizes rice cookery—cuts out washing, rinsing, draining, steaming—makes quick, quick glamour meals

This month, *Reader's Digest* is telling millions of people the inside story of a brand-new kind of pre-cooked, quick-quick rice.

It's Minute Rice, the fabulous cooking short cut that's so much *faster* than old-time rice. A boon to busy homemakers, it saves countless kitchen hours, makes meal-planning infinitely easier and more varied. In a few minutes it's ready to serve—snow-white, fluffy, perfect every time.

Served as a vegetable, Minute Rice is quicker than potatoes. It's a marvelous leftover-brightener and meat-stretcher. It's the beginning of lots of wonderful desserts. And, because it picks up all the taste and color of companion ingredients, it lends itself to hundreds of surprising flavor tricks that no other rice can boast.

Buy a box—try this miracle-rice reported in *Reader's Digest*. You'll find that, for glamour meals in a *hurry*, you just can't beat Minute Rice!

For tastier, quick-quick meals

MINUTE BRAND RICE

Product of General Foods



EXCITEMENT HITS KITCHEN AFTER KITCHEN as *Reader's Digest* reports to its millions of readers that rice need no longer be washed as the lady above is doing. Nor need it be rinsed, drained or steamed. New Minute Rice is pre-cooked, (just bring to a boil). This revolutionary food is so simple to prepare that even if you have never touched a saucepan before, you can now turn out snow-white, perfect rice in a hurry.



HEARTY MAN-SIZE MEAL . . . IN 15 MINUTES. Here's a delicious dish that would take *twice* the time and *three* times the effort with old-time rice. To see how quick and easy it is with amazing Minute Rice, just start a pre-cooked ham steak frying; dump Minute Rice into water, bring to a boil and remove from heat. While it sits 10 minutes, cook quick-frozen peas . . . and presto! An appetizing, perfect meal.



BUSY-DAY LUNCH . . . IN 16 MINUTES. Tomato Rice is a rosy, appetizing dish for 4 . . . on the table in jig-time. Sauté $\frac{1}{4}$ cup finely diced onion in 2 tablespoons butter. Add $1\frac{1}{2}$ cups Minute Rice, 2 cups seasoned tomato juice, $\frac{3}{4}$ teaspoon salt, dash pepper, $\frac{1}{4}$ teaspoon sugar. Bring to full boil, remove from heat, cover, let stand 10 minutes. Serve with crisp bacon. You'll taste a new kind of lusciousness—for Minute Rice absorbs all the tomato flavor and color—something no other rice can do.

REDDI-WIP BRINGS NEW GLAMOUR TO THIS YEAR'S HOLIDAY DESSERTS

Saves Time — Wins Wives Coast to Coast



FAMILY OF 31 GLORIFIES OWN DESSERTS WITH ONE CAN OF REDDI-WIP. All of the 31 people pictured here are having their desserts glamorized with a single can of Reddi-wip. Millions of smart housewives will take this cue—put the

can of Reddi-wip right on the table at family dinners during the coming holidays—give everyone the fun of decorating his own dessert. Housewives, like Huckleberry Finn, save work, guests get big extra thrill.



REDDI-WIP ADDS FESTIVE TOUCH TO ALL DESSERTS

Every typical American holiday dessert is made more delicious, more enticing with Reddi-wip. Traditional plum pudding, steamed puddings, fruit salads, pumpkin and mince pies rise to glory

when each individual serving is finished off with a sparkling mound of luscious Reddi-wip. And left-overs are easily turned into tempting desserts for follow-up meals.

PLACE YOUR ORDER NOW WITH YOUR GROCER OR MILKMAN



Reddi-wip, 1949's most exciting food news for America's homemakers, will be a real blessing when you prepare holiday meals this year.

At the touch of your finger out swirls a ribbon of real cream, whipped fresh as you use it. It's the answer to the hardest mealtime problem for most housewives—the way to have delicious, tempting, dressed-up desserts.

Children, adults too, love to decorate their own desserts with Reddi-wip. Ask for Reddi-wip today from your milkman or grocer.



MADE WITH FRESH, RICH CREAM—IT "WHIPS ITSELF" AT THE TOUCH OF A FINGER. No beaters or bowls to wash—no last-minute failures. You just take the can of Reddi-wip out of the refrigerator when you are ready to decorate desserts or salads. Right now is a good time to order Reddi-wip from your milkman or grocer so that you will be sure to have it for all of your holiday needs—but insist on *genuine* Reddi-wip. Don't be satisfied with an imitation. Then you know you'll be getting pure, fresh dairy cream, processed the special Reddi-wip way.

REDDI-WIP, INC., 3938 Lindell Blvd., St. Louis, Mo.



NO GIFT COMPARES WITH THE GIFT OF SLEEP: GIVE THE PLAYTEX SUPERFOAM PILLOW, THE PERFECT GIFT OF HEALTH AND SLEEPING COMFORT FOR EVERYONE YOU LOVE!

YOU'LL BE THANKED FOR YEARS TO COME

When you give the sensational **PLAYTEX® Superfoam* Pillow** for Christmas

Search the world for a gift more precious than pearls, more valuable than gold and you'll find none more treasured than the gift of sleep!

And search the world for a pillow that's *always* fresh and buoyant, that *always* encourages sleep, and you will find none that compares with the new **PLAYTEX Superfoam Pillow**!

For here, truly, is the greatest advance in sleeping comfort in more than 1,000 years!

Unlike other latex pillows and due to its exclusive "staggered-core" construction, the **PLAYTEX Superfoam Pillow** has the *exact thickness* and *exact softness* to give the maximum rest and comfort. Thousands of scientific tests determined that thicker pillows and

those of different consistency did not give the same refreshing sleep to the people tested.

The revolutionary **PLAYTEX Pillow** is an amazing improvement over old-fashioned, lumpy, saggy, feather pillows. **PLAYTEX Superfoam** circulates air *inside* the Pillow, keeps it fresh and cool with millions of microscopic air cells that actually "breathe."

Place the **PLAYTEX Superfoam Pillow** high on your Christmas gift list. 100% dust-free, allergy-free, mildew-proof, this science-perfected Pillow is the ideal gift for yourself, for everyone you know—the gift that will be enjoyed every night in the year! See it now at your favorite department or furniture store!



SLEEP LIKE A BABY EVERY NIGHT! Always delightfully fresh, always amazingly resilient, the **PLAYTEX Superfoam Pillow** invites sound, refreshing sleep like no other pillow you've ever used! See it—feel it—try it—start enjoying a brand new world of pillow comfort with **PLAYTEX**!



SCIENCE TRIUMPHS OVER SLEEPLESSNESS! Only in the **PLAYTEX Superfoam Pillow** do you get the advantages of the exclusive "staggered-core" construction! Yes, the **PLAYTEX Pillow** is the greatest advance in sleeping comfort in more than 1,000 years!



BEAUTIFULLY GIFT-PACKAGED, IN SLEEP SHOPS, DEPARTMENT AND FURNITURE STORES, coast to coast. White, pink or blue Sanforized cover . . . **\$9.95**
Also, lovely rayon satin covers, slightly higher.
INTERNATIONAL LATEX CORP'N., Playtex Park, Dover, Del.
©1949 *Trademark

Meet a few owners of the **STEEL INDUSTRY**

A half million people like these own the 247 companies that make up the steel industry in America. Their savings helped provide jobs for the more than one-half million steelworkers. On the average each stockholder owns fewer than 75 shares. Many of them own fewer than 10 shares. Read how these steel stockholders have faith in the future of the steel industry and of our American system.



FRED E. JANSEN, insurance salesman of Freeport, Long Island, N. Y. declares . . . "Steel is essential business. It is the very foundation of our country."



CHARLES P. OLIVIER, Upper Darby, Pa., Professor at the Univ. of Pennsylvania, feels that . . . "I own stock in one of America's steel companies and my investment should be protected, as I worked hard to make this money."



BERTHA H. SCHEFFLER, Rutland, Vermont, former 1st Lt., W.A.C. says . . . "While in Service I invested in steel stocks. This enabled me to open up my own Women's Exchange Shop."



WALTER F. AUCH, civil engineer of Easton, Pa. writes . . . "To me this means aiding a basic industry, advancing the welfare and progress of our country."



GEORGE W. HAGEDORN, 1506 Grand Ave., Asbury Park, New Jersey, who is retired, states . . . "Cast your bread upon the sea of steel and it comes back."

ARTHUR A. CARR, Ticonderoga, N. Y., farmer, says . . . "I own steel stock and this means that my small savings from agriculture are used as capital in another industry basic to our economy."



Steel company stockholders have had steady returns in the past few years. But dividends have not been large because of the need to use earnings for new plants and improvements. Expansion in the industry has kept pace with the growth of the country.

Today, with less than 7 per cent of the world's population, our country has 53 per cent of the world's steel producing capacity. Stockholders have helped create this industry and this is the way in which our American system works for the benefit of all.

AMERICAN IRON AND STEEL INSTITUTE

Steel works for EVERYONE

350 FIFTH AVENUE, NEW YORK 1, N. Y.

*A jewel of a Gift
for Christmas*



America's most famous Brush and Comb set. The Roll Wave Brush and Comb are sculpted in a curve to conform to the scalp. Crystal, ruby, or sapphire. **\$5.00**
Junior Roll Wave Brush and Comb for the junior miss. **\$2.50**

Jewelite

BY
PRO-PHY-LAC-TIC



This beautiful Jewelite set includes the popular Professional style Brush, Comb, and dentures faced Mirror. Crystal, ruby, or sapphire. Attractive gift packaging dramatizes the beauty of Jewelite. **\$10.00**



Handsome, modern Military set. Two smart Jewelite Military Brushes in the new diamond-tack pattern, combined with a man's Comb. A Jewelite favorite! Crystal or garnet. **\$7.50**
Single Brush with Comb. **\$3.75**



Jewelite is also available in Canada at slightly different prices.



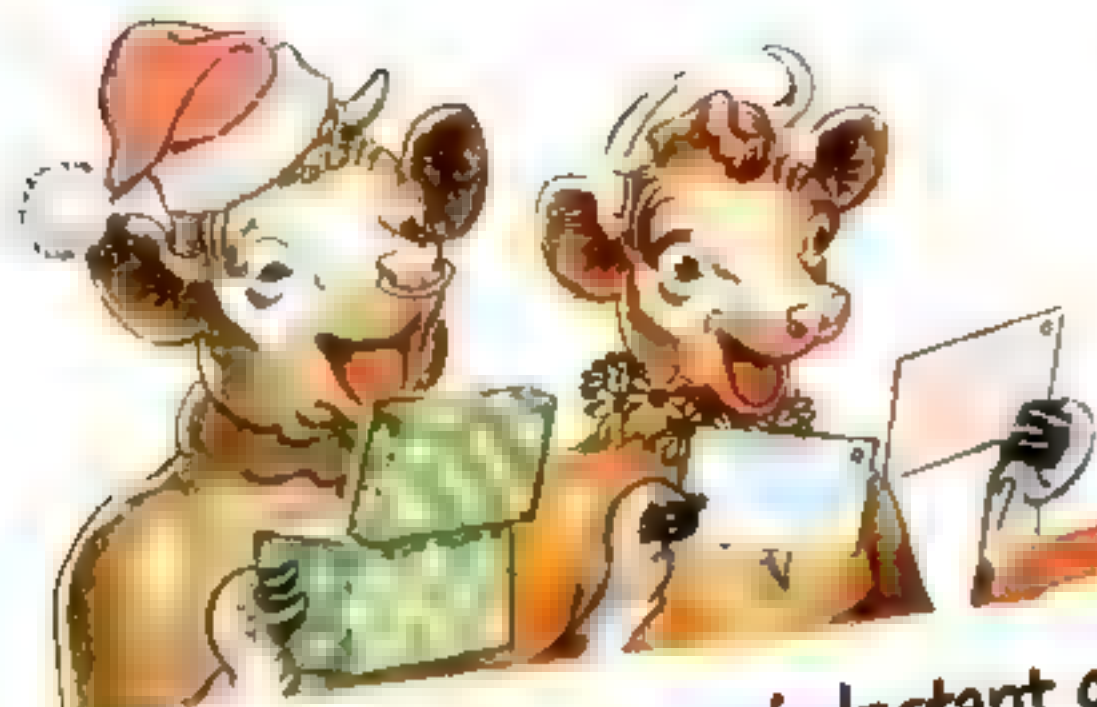
A lovely gift for baby. Cleaning Brush and Comb set in the "Soft" Swirl twist pattern. Brush has extra-long, extra-soft Proton bristles. Pink, blue, or crystal. **\$2.50**



Other Jewelite Hair Brushes and Sets from \$1.50 to \$26.00.
PRO-PHY-LAC-TIC BRUSH COMPANY, Florence, Mass.

"I gladly give you my 4 secrets for gay holiday hospitality"

says ELSIE, the Borden Cow



Serve Borden's Instant coffee -It's always "Flavor-Peak" perfect!

Now richer, heartier, even more flavorful than ever, because it's made by the "Flavor-Peak" process. Only Borden's has this great new process, which extracts much more flavor from the freshly roasted coffee. It's all coffee, too... 100% pure coffee, nothing added. And so easy! No pots to wash, no messy grounds (Borden's throws the used grounds away)! Borden's is always the perfect ending for a perfect meal!



Here's the world's gayest HOLIDAY CAKE!

It's "Christmas Snow Cake" and so easy. Just make two 8-inch layers of supreme white cake by simply adding liquid to that marvelous new Swans Down Instant Cake Mix.* When the layers are cool, cover with this magic icing:

RECIPE FOR MAGIC FROSTING.

Cream 3 tablespoons butter. Gradually cream in 1/4 cup of Borden's Eagle Brand Sweetened Condensed Milk. Add 1 teaspoon grated lemon rind, mixing well. Gradually add 2 1/4 cups sifted confectioners' sugar and 1/4 cup Eagle Brand alternately. Beat until smooth and light. Add coloring, if desired. Spread between layers, on top, sides of cake. Sprinkle with 1 cup Baker's Shredded Coconut.* (*Products of General Foods.)



FREE! "Eagle Brand Magic Recipes." Send a post card to Elsie, Dept. L-129, P.O. Box 175, New York 46, N.Y.



Borden's None Such Mince Meat makes pie taste like Christmas

None Such is the real old-fashioned kind of mince meat, made with sunny fruits and exciting spices, flavor-aged the old New England way. Get it in ready-to-use or condensed form. If it isn't the best mince meat you ever tasted - your money back! Just send the label from the jar or the front of the package to Elsie, Dept. LM-129, 350 Madison Ave., N.Y. 17, N.Y.



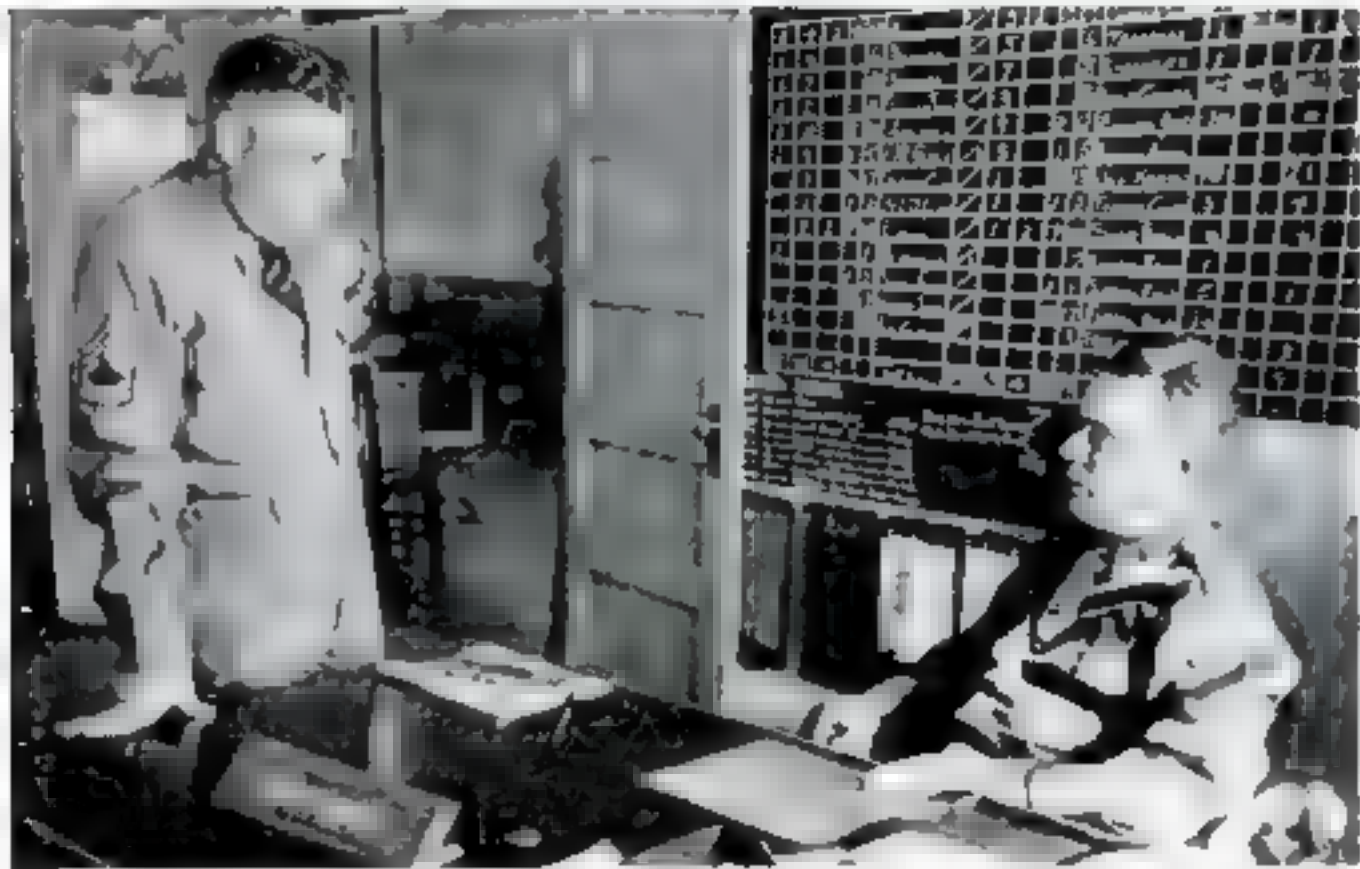
Use Borden's Instant Mix to make grand "Hot Chocolate" right in the cup!

Just measure Borden's Instant Mix into the cup, add hot milk or hot water. No sugar needed, no paste to make, no cooking, no pot to wash. Wonderfully nourishing—Vitamins B, and D, and Iron added!... *P-r-s-t*—whipped cream and a sprinkling of chipped chocolate make it a gay holiday-party treat!



IT'S BORDEN'S... BE GOOD!

LIFE'S REPORTS



SERGEANT ROSS STOOD EASY WHEN HE WAS REPORTING TO HIS BOSS

"YOU'LL NEVER GET RICH," BUT HE DID

by MARION HARGROVE

Author of "See Here, Private Hargrove"

To all appearances Sgt. 1st Class John Ross is the typical old Army man. His face is broad and rather leathery, his eyes a trifle shrewd. His belt hangs contentedly across his solid front at a point arbitrarily chosen to represent a waistline. His uniform has the peculiar old Army look, as if the wearer had been fitted to the uniform rather than the uniform to the wearer. And he has about him that air of solidity and well-being that comes of long years in the service.

But Johnnie Ross, except for his appearance, is by no means a typical old soldier. He is not allergic to work and he has not acquired the sour temper that characterizes many an Old Sarge. A further distinction is that he has demolished the myth best expressed in the old song, "You'll never get rich, you —, you're in the Army now."

Sergeant Ross retired late last month at half pay after 22 years of service to devote himself exclusively to his sporting, agricultural and business interests. At the age of 44, still in good health and spirits, he can look back on one good life and begin another. His wife is still young and pretty, his six children have turned out remarkably well and he himself is a pillar of his community. His material blessings include his farm, a fine pack of foxhounds, a filling station which he built himself and which does a daily business ranging from \$45 to \$110, and the rents from three nearby houses and a store.

Ross says without blushing that he made all his acquisitions honestly and without neglecting his military duties. This appears to be so. He lays his success in life to thrift, good management and running an occasional crap game for the officers.

Ross succumbed to a recruiting sergeant's spiel in Meridian, Miss. in 1927. He was sent to Fort Bragg, N.C., where he found himself in the old 5th Field Artillery, learning the squads-right drill and the names of all his army superiors from his first sergeant to Calvin Coolidge. Within a few months he acquired a first-class gunner's rating that added \$5 a month to his pay. Then he went to work after hours in the barber-and-tailor shop, for which he got another \$10 a month and free pressing for all his uniforms.

A private's pay at that time was \$21, minus \$1.75 for laundry. Most soldiers were always broke except for a few fleeting moments on payday. The 7th of the month was "canteen check day," when a private could draw credit for \$5 at the post exchange, \$2 at the barber's and \$1.40 (10 tickets) at the theater. Most men drew their limit, sold the checks at cut rates or used them in the day's big poker game. Ross found that he could buy a \$5 canteen book from somebody for \$3 cash and save 40% on such PX items as gasoline, tires and shoes. In no time at all he was lending money to master sergeants.

By the end of Ross's first year in the Army he had become chief projectionist at the post theater, risen to the high rank of private first class,

CONTINUED ON NEXT PAGE

More men want

Jockey

underwear
for Christmas!



Get the
Complete Jockey
Underwardrobe



Jockey Short for active sport



Jockey Briefs for everyday wear



Jockey Briefs for dress-up wear

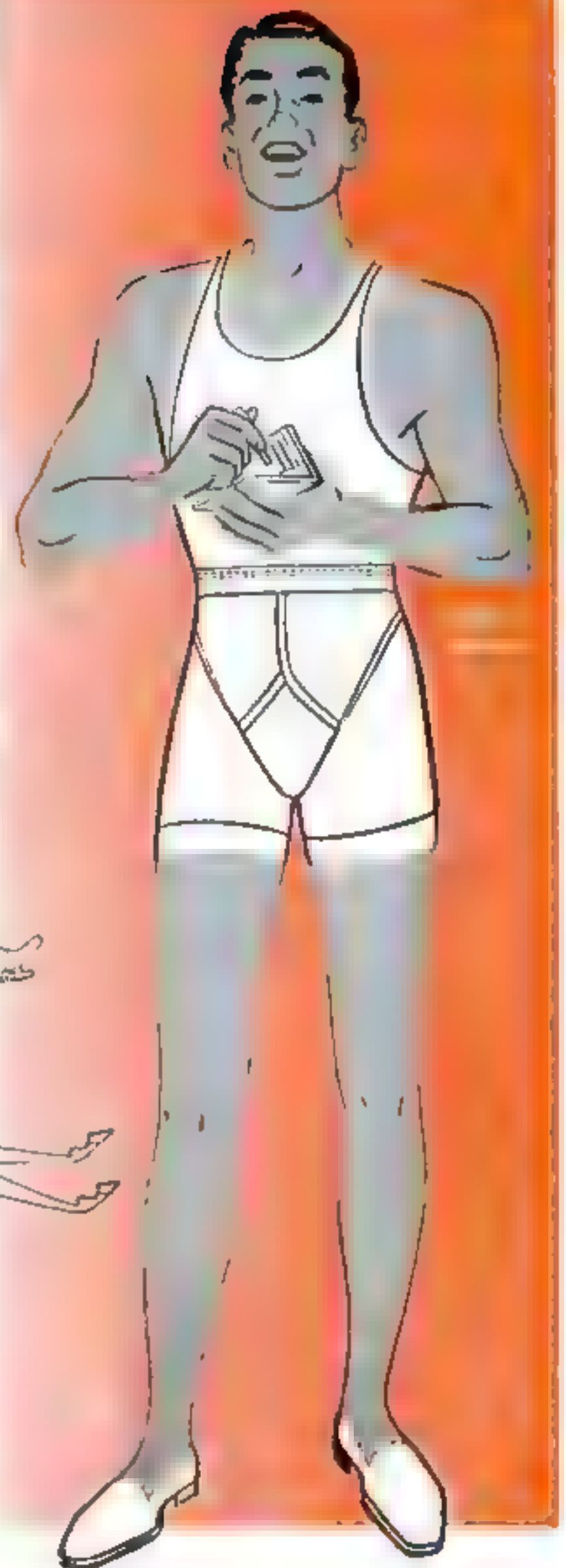


Jockey Briefs protect tender skin, breast press

Be modern... wear knit support underwear... insist on the Jockey* label



Jockey long for full-leg protection



● Give him a gift of comfort this Christmas... a complete Jockey Underwardrobe.

Assure him perfect fit all over, real he-man comfort and the trimness he wants. He will enjoy Jockey's special features: no-gap opening, protective cradled pouch, smooth no-bulge seams, long-life elastic waistband of natural rubber. Look for the "Y-Front" on the garment—it's your assurance that you're getting the famous Coopers product. Buy all five models for a practical present he'll love. And get Jockey Contoured Shirts to match, short sleeves or sleeveless.

Also Jockey Underwear in Children's Sizes



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Licensees: Canada, Moodies, British Isles, Lyle & Scott, Australia, Speedo, New Zealand, Lane Walker-Rudkin, Switzerland, Vollmoller, Colombia, Ego, Italy, Sacil, France, Verdier

FAMOUS PIPE SMOKERS SAY—

"**EDGEWORTH**
is America's Finest!"



HENRY HELMAR
(Senator Michigan)



SAM ANDREWS



HAL PEARY
(Undersecretary)



PHIL RIZZUTO



FRED ASTAIRE



MORTON DOWNEY



NANCY FOX ZILE



for the **MAN** in your life!

THREE STYLES

1. Edgeworth Ready-Rubbed
2. Edgeworth Sliced
3. Junior



One Pound Tins
Gift Packaged for Christmas

Father...husband...brother...son...
sweetheart—no gift will bring him so
much true happiness as...Edgeworth
Pipe Tobacco!

Just watch his look of contentment as
he opens the Edgeworth and packs
that famous Burley blend in the sweet-
crusted bowl of his favorite briar.

When you give "the man in your life" a
pound of America's Finest Pipe Tobacco
for Christmas, you're giving him 118
relaxed hours of... "peace on earth."

Get a pound of Edgeworth
For that favorite pipe of his—
Wish him "Merry Christmas"
With the very best there is!

Give **HIM...** **EDGEWORTH**
America's Finest Pipe Tobacco

LIFE'S REPORTS CONTINUED

married a nice Fayetteville girl
named Mary Bolton and settled
down.

The pertinent question—how
a man in such a ridiculously low-
income bracket could hope to
keep a wife and family—has oc-
curred to many people, among
them a battery commander to
whom Ross once applied for per-
mission to turn in his last year's
Chevrolet and get the new model.
Ross's pay as a pfc. was \$30 a
month and his rations allowance
\$12 to \$14. His rent was \$20 a
month, his food bill, even at the
low commissary prices, was \$35
and (disregarding his other ex-
penses) the payments on his car
were \$36. "Well," said the cap-
tain, "if Al Capone can have a
car, I suppose you can too." One
reason Ross could make ends
meet was that Mary made all her
own and the children's clothes,
but the chief reason was that Ross
himself was gifted with a magnet-
ic attraction for every stray dol-
lar in his vicinity.

In addition to his pay Ross
usually drew \$18 a month at the
theater, plus an average of \$10
a month for setting up the ring
for boxing matches, plus \$5 from
each of the roadshows that played
Bragg every month or so. He not
only played in the barracks poker
games, but he sold peanuts and
his wife's sandwiches at them. He
had a troop of small boys hawk-
ing these wares all over the post.
He carried candy on marches and
retailed it to his hiking comrades
at a profit of 40¢ a box. He some-
times rented out his car at \$5 a
night or took parties to Wilming-
ton and Charlotte and Raleigh
at \$5 per round trip per man.

The card games which he con-
ducted for the battery, the offi-
cers' clubs and the American Le-
gion occurred several nights a
week, lasting as far into the night
as Ross could manage to keep
awake. Ross usually got 80% or
90% of the house's take and usu-
ally played in the games himself.
Sometimes he lost money, some-
times he broke even and some-
times he took in as much as \$600
a month. His highest earnings
came in 1940 and '41, when the
Army began expanding, but then
he gave up gambling almost alto-
gether because, he says, he "just
couldn't go on taking money
away from boys."

The Army's expansion in the
two years before Pearl Harbor
did not at first work out too well
for Ross. He had been private first
class, with a second-class special-
ist rating and the extra pay that
went along with it. Suddenly he
was "promoted" to sergeant,
without the specialist rating.
This added two more stripes to
his uniform and subtracted \$12

ARE YOUR

False Teeth Clean Enough?

Be sure to try Coleo... made
by Colgate from a new formula
especially to remove film!

Film is one of the hardest things to
remove from false teeth! Does Coleo
succeed? Hundreds have tried Coleo in
introductory tests. More than 7 out of
10 preferred Coleo to all other types
of false-teeth cleansers! There's your
answer!

Gently fizzes off film
and stains in 10 to 15 minutes
without brushing!

Coleo contains a special ingredient devel-
oped by Colgate Scientists to gently fizz
away mucin (film) and removable surface
stains better, quicker... with complete
safety to plates! Coleo makes false teeth
and mouth feel fresher, cleaner. Leaves
teeth sparkling! Try Coleo today!

Note: Coleo will not fade dentures, even
the new, acrylic plastic plates.

Coleo is the trade-mark of the Colgate-Palmolive-Peet Company



Film and stains
gently fizz
away without
brushing!



Coleo
COLGATE'S CLEANER
FOR FALSE TEETH

Merry
Christmas

EVANS

Say it the EVANS way,
the ELEGANT way
with gifts prized by everyone
on your list—sensational
new automatic lighters for
pocket, purse, table or desk;
combination cases; powder
boxes; carryalls and famous
fitted handbags... all
EVANS-made gifts
of magnificence.

AMERICA'S BEST

EVANS

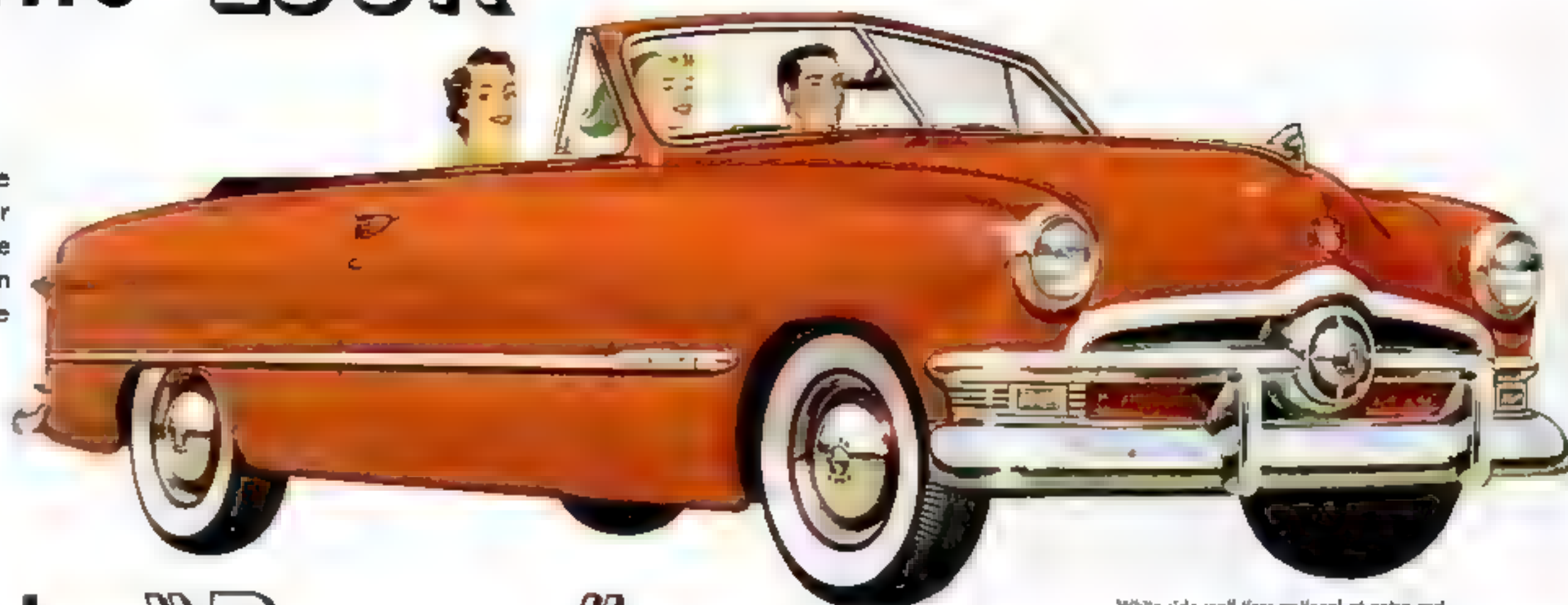
EVANS CASE CO... No. Attleboro, Mass.
CREATORS OF FITTED HANDBAGS AND POWDER BOXES

CONTINUED ON PAGE 15

It has the "Look"



Yes, you'll say the '50 Ford tops them all for brilliant beauty—both outside and in! Here's true "Fashion Car" styling—in every line and every detail!



White side wall tires optional at extra cost

It has the "Room"

More hip and shoulder room than any other car in Ford's class! Plenty of legroom both front and rear. And more comfort with new nonsagging front seat springs and special foam-rubber seat cushion. No wonder people say the '50 Ford is the one fine car in the low-price field!



It has the "Feel"

50 ways new—that's Ford for '50! For example, just get the feel of the new 100 h.p. V-8! So quiet it whispers, so alive it puts you out front in any traffic situation!



Ever handle a car that you can steer with finger-tip ease—stop with a feather touch on the brake pedal? That's the '50 Ford with 35% easier acting King-Size Brakes!



Like broadcloth—or mohair? Take your pick, the '50 Ford offers both in sparkling new colors.

It's the '50 Ford!

There's a  in your future...with a future built in

NYLON

gives you something extra



Solid comfort under the Christmas tree! Men's easy-wearing nylon shorts and tops are a snap to wash and dry, need little or no ironing—new convenience for the Man Who Travels. How they wear!



Holiday sportsmen cheer for sturdy nylon ski jackets! They're comfortable—and they're light. They're tough to tear—and they take all the long, hard wear you gave them winter after winter!

it all started with a stocking—and now—this Christmas—just look at all the wonderful things you can buy of nylon! Sheer pretties—and pretty practicals. Long-wearing lovelies—and lovely washables! For holiday giving—there's no end to the happy, easy-living parade of fashions in nylon!



Warm welcome for Santa Claus! Nylon nighties keep young ones cozy; keep their shapes, too, after a quick tubbing. Thrift note: they'll last through many a journey to the Land of Nod.

HAVE A MERRY CHRISTMAS—have a Christmas tree with lots of bright packages underneath—filled with welcome gifts of nylon—things to wear and use all year round!

There are lovely, lacy nylon bed jackets, tough nylon luggage, frilly—or softly tailored—nylon blouses, rugged nylon fishing lines; fluffy, warm nylon sweaters; tough, washable golf jackets.

Nylon gives you—at Christmas and the whole year round—strength; easy washing; fast drying; light weight; moth-, per-

spiration- and flame-resistance—and of course, nylon can be "heat-set" to hold its shape. Nylon Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.



DON'T STOP HERE! Homemakers, thrifty shoppers, club-women, students, write today for new free book, "Nylon Gives You Something Extra." **MANUFACTURERS:** send for "Nylon Textile Fibers in Industry." Nylon Division, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

Du Pont makes only the nylon fibers—not the finished products shown here.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

FOR NYLON... FOR RAYON... FOR FIBERS TO COME... LOOK TO DU PONT

If you have
SINUS
trouble



Many doctors recommend this crystal filter cigarette holder to reduce nose and throat irritation



Any cigarette is less irritating when you use Denicotea. The irritants trapped in the crystal filter never reach your nose, throat and lungs. Your mouth feels fresher—your cigarettes taste better!

Lady Denicotea, long, slim—with gold tone ejector, \$3.50

Denicotea holder, with aluminum ejector, \$2.00

At stores everywhere

dunhill
DE-NICOTEA
Crystal Filter Cigarette Holder



OUT HUNTING, Ross's companion was his boss, Major Ulmer (left).

LIFE'S REPORTS CONTINUED

from his pay. He was still brooding about this when Congress instituted family allotments. The Army was to dock each married soldier's pay \$22 a month, giving him in return \$50 for the support of his wife, \$30 for his first child and \$20 each for the others.

The Rosses, blessed with six children, put the extra money to good use. The family bank account went into a down payment on the purchase of their home, three neighboring houses and a store building. Since then the allotment checks have paid for all this real estate, \$2,000 worth of improvements for the Ross home and an extra 9½ acres of surrounding land.

Another considerable factor in the Ross economic scheme is a venerable military custom known as chiseling. Its practitioners declare that this consists merely of moving things from one place to another, without really taking them away from the Army. For example an Army post always has plenty of garbage, and hogs eat garbage, so Ross began raising hogs in 1937. At one time he had as many as 100 little porcine mouths to feed.

A great student and admirer of the Ross technique was his boss, Major B. R. Ulmer. Ulmer and the sergeant, who are about the same age, have been cronies at hunting for possibly 15 years: swapping hounds, disparaging and hoodwinking each other and going off together on trips where they often shared the same bed for a week at a time. Ulmer was constantly awed by Ross's quietly spectacular powers of persuasion, to which he frequently fell victim himself. Last spring, when Ross was building his gas station, Ulmer gave him a caustic dressing-down for having engineered two connecting three-day passes, then sat there dazed while Ross talked him into giving him an additional 10-day furlough.

"He talked so pitiful," the major says, "you'd have thought he was sick. Said he was going out of his mind getting that place built,

CONTINUED ON NEXT PAGE

Give him **REIS NYLON** **UNDERWEAR**

100% DUPONT NYLON



Solid Comfort with Something Extra!

REIS Underwear... a year-round favorite for over 60 years! And now, the magic of Nylon is added to the famous REIS quality, comfort, and value, to give you something really special. It's a luxury sensation for the top men on your list (and sir, don't forget yourself)! For a Christmas with something extra—give REIS!



REIS NYLON ATHLETIC SHIRTS
— An exclusive REIS designed knit, especially designed for comfort. Shaped sides eliminate bulk.

REIS NYLON BOXER SHORTS
For long wear, comfort and lightness. Gene built-in nylon elastic waist. Also ask for nylon Scandals.

- LONG WEARING
- EASY LAUNDERING
- QUICK DRYING
- NO IRONING



CHANGE TO

SINCE

REIS

1885

P.S. In limited quantities, Reis Nylon Pajamas and Sportshirts.

makers of famous REIS Scandals!

UNDERWEAR • SPORTSWEAR • PAJAMAS

GIVE HER THE ALL NEW SINGER Cleaner

with

DUAL SUCTION

The most amazing dirt-getting action you ever saw! The new SINGER Vacuum is the first to bring you *two fans* for greater suction!



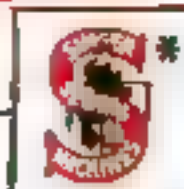
EASES CLEANING 8 IMPORTANT WAYS

1. **No stooping!** All controls are on the Magic Handle—within easy finger-tip reach.
2. **No unwinding of cord!** Cord outlet lets you pull out extra cord as you need it.
3. **No stumbling over tangled cord!** Control button reels cord in—gets it out of way as you clean.
4. **More cleaning power when you need it!** Two-speed switch for heavy and light cleaning.
5. **No more foot-pedal acrobatics!** Touch the trigger—and adjust handle to any position.
6. **No brush-adjusting bother!** Exclusive SINGER "floating" brush adjusts automatically to most rug thicknesses.
7. **Easy to carry with specially designed midway hand-grip.**
8. **Easy to get under furniture!** Streamlined motor and nozzle housing is only 5 inches high.

Easy to store! Hangs flat in closet. Ideal for small homes and apartments. Ask for a demonstration in your home.

For your protection SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through "SINGER SEWING CENTERS," identified by the red "S" Trade-mark and the SINGER SEWING CENTER emblem on the window, and never through other stores or outlets.

SINGER® VACUUM CLEANERS ARE SOLD ONLY THROUGH YOUR—
SINGER SEWING CENTERS
THERE'S ONE NEAR YOU TO SERVE YOU



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LIFE'S REPORTS CONTINUED

and the civilians never did one thing right unless he was there to show them how, so I gave him the furlough. Civilians! The only civilians on that project were his boy Jimmy and that colored boy that works for him!"

Once when Ross, who has been accused of burying his money, applied to his battery commander for a seven-day furlough, the captain asked him what he wanted it for. "I'd like to spade up my money and turn it over," Ross told him. "It's getting moldy on one side." The captain was delighted by the explanation. "Take 10 days," he said, "and do the job right."

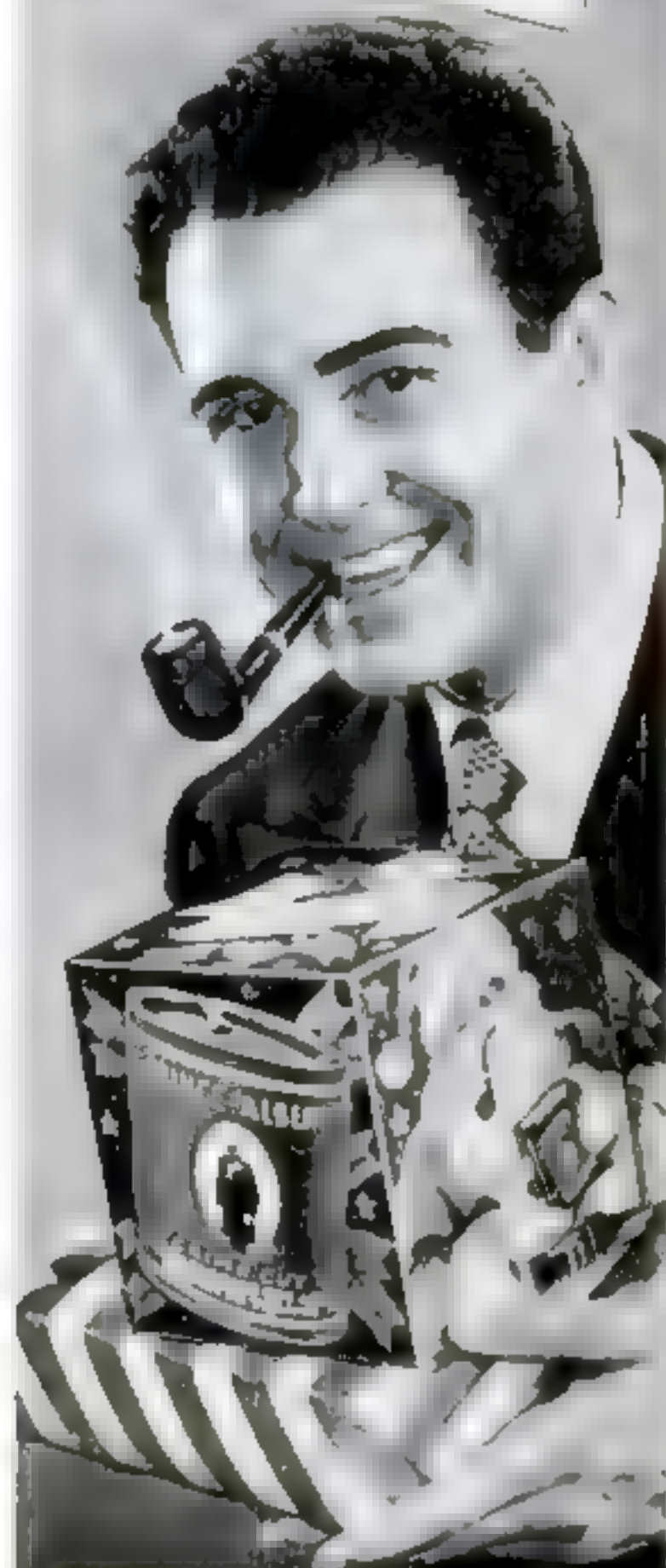
In the community to which Ross is retiring, a mile or so from Fayetteville on the Murchison Road, he is respected as a hard worker and an upright man. He and Mrs. Ross are known for their easygoing ways and their unflagging devotion to their children: Clara and Geraldine, who married ex-GIs and moved to Kentucky and Utah; Jimmy, who runs the gas station; Joyce, a pretty blond senior at Fayetteville High; Billy, who likes to draw and plays on the Legion baseball team; and Mickey, the 9-year-old family mascot, who collects red ants in fruit jars for purposes of study. Neither Ross nor his wife worries much about the danger of his having too much time on his hands in retirement. He has already cleared 12½ acres behind the house for truck farming and another 10 acres are on the agenda. Eight more are being considered for a swimming pool and fishpond.

There is no indication that the new civilian will differ greatly from the old sergeant. As he sits on his front porch, gazing off at his gas station and the empty lot across from it, a look of dreamy speculation comes into his eyes. "You know," he says, "if I was to buy my gasoline by the tank-carload, I could probably save considerable money that way."



AT HOME the busy sergeant is welcomed solicitously by his wife Mary.

What a
gift for
Christmas!



Prince Albert

America's Largest-Selling
SMOKING TOBACCO

★ To bring a smile to the face of any pipe smoker on your Christmas list—or to any man who likes to roll his own cigarettes—give Prince Albert! Choice, crimp cut tobacco—mild and full-flavored! And the big one-pound tin comes gift-packed in a colorful Christmas package—with a "built-in" gift card right on top!


© 1949 Reynolds Tobacco Co. Winston-Salem, N. C.

THE NATIONAL JOY SMOKE



Burgundy New "51" with continuous feed pencil. Gold caps. \$29.75, F. E. tax incl.

New Aero-metric "51" Desk Set. Genuine Pedrara Onyx base. \$22.50.

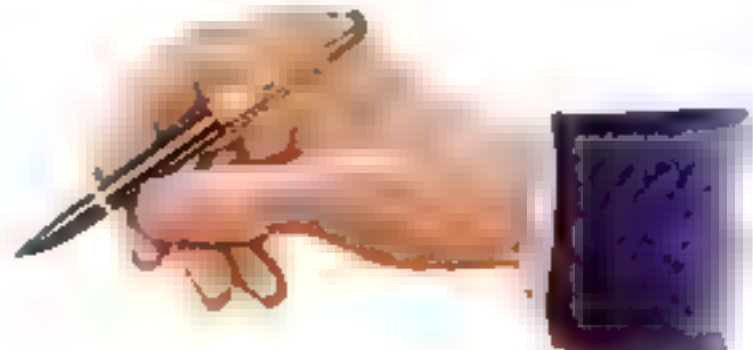
How to be the best  Santa of them all...

Give new Aero-metric Parker "51"

ONE GIFT SURE TO DELIGHT ALL YOUR BUSINESS ASSOCIATES! IN PLACING QUANTITY ORDERS, ASK YOUR PARKER DEALER ABOUT SPECIAL ARRANGEMENTS FOR CORPORATE GIFTS, ENGRAVING, ETC.

So few have it. Yet so many want it. New "51" is one of the most effective gifts you could choose for business friends.

The first pressureless touch on paper brings an entirely new feeling of writing ease. Each faultless line is metered by a special new device. And New "51" is uniquely safeguarded against



14 GREAT NEW ADVANCES!

leaking, even at jet-plane heights. Those who daily enjoy this superb pen will find 14 remarkable advances. And thank you for them.

Choice of 7 colors and black, regular or demi-size. Lustraloy or gold-filled caps. Pens, \$13.50 up. Sets, \$19.75 up. Special all-metal custom sets: in Lustraloy, \$29.75; gold-filled, \$49.75; 14K gold, \$275.00. Prices include F. E. tax. Desk Sets in many brilliant styles, \$10.00 up. The Parker Pen Company, Janesville, Wisconsin, U. S. A., and Toronto, Canada.

Copy. 1941 by The Parker Pen Company

World's most wanted ^{gift} pen... writes dry with wet ink!



New "51" set in Midnight Blue. Gold-filled caps. \$29.75, F. E. tax incl.

New "51" Pen in Black Lustraloy cap. \$13.50, no F. E. tax.



Enriched bread (the kind a baker bakes) is rich in flavor and nutrition. And penny for penny, it gives you more food value than any other basic food.

YOU NEED SOMETHING THAT A BAKER MAKES TO MAKE EACH MEAL COMPLETE

THE BREAD that helps balance your diet helps *balance your budget*, too!

Penny for penny, it gives you more of the things your body needs—more generously—than any other food you eat at every meal.

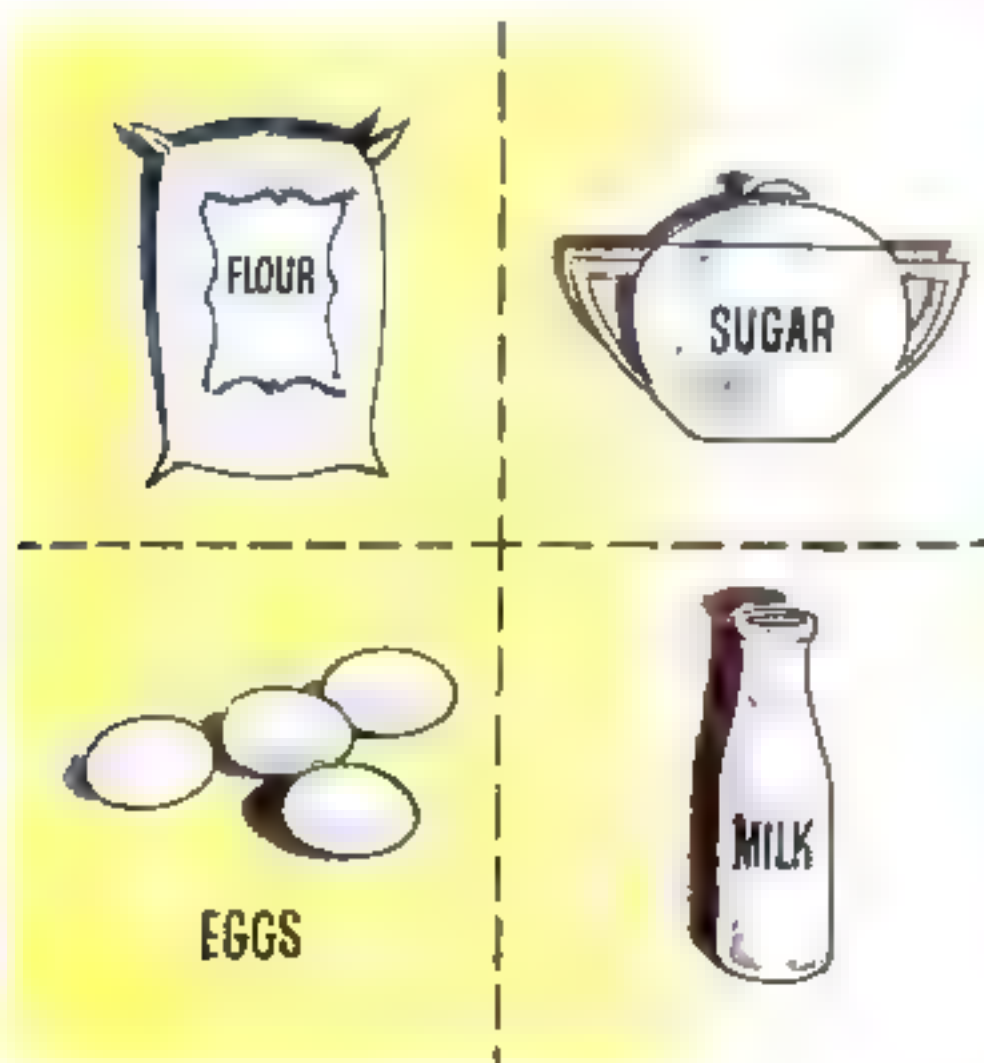
And bread is *no more fattening*, according to

nutritionists, than any other food that gives you equal energy!

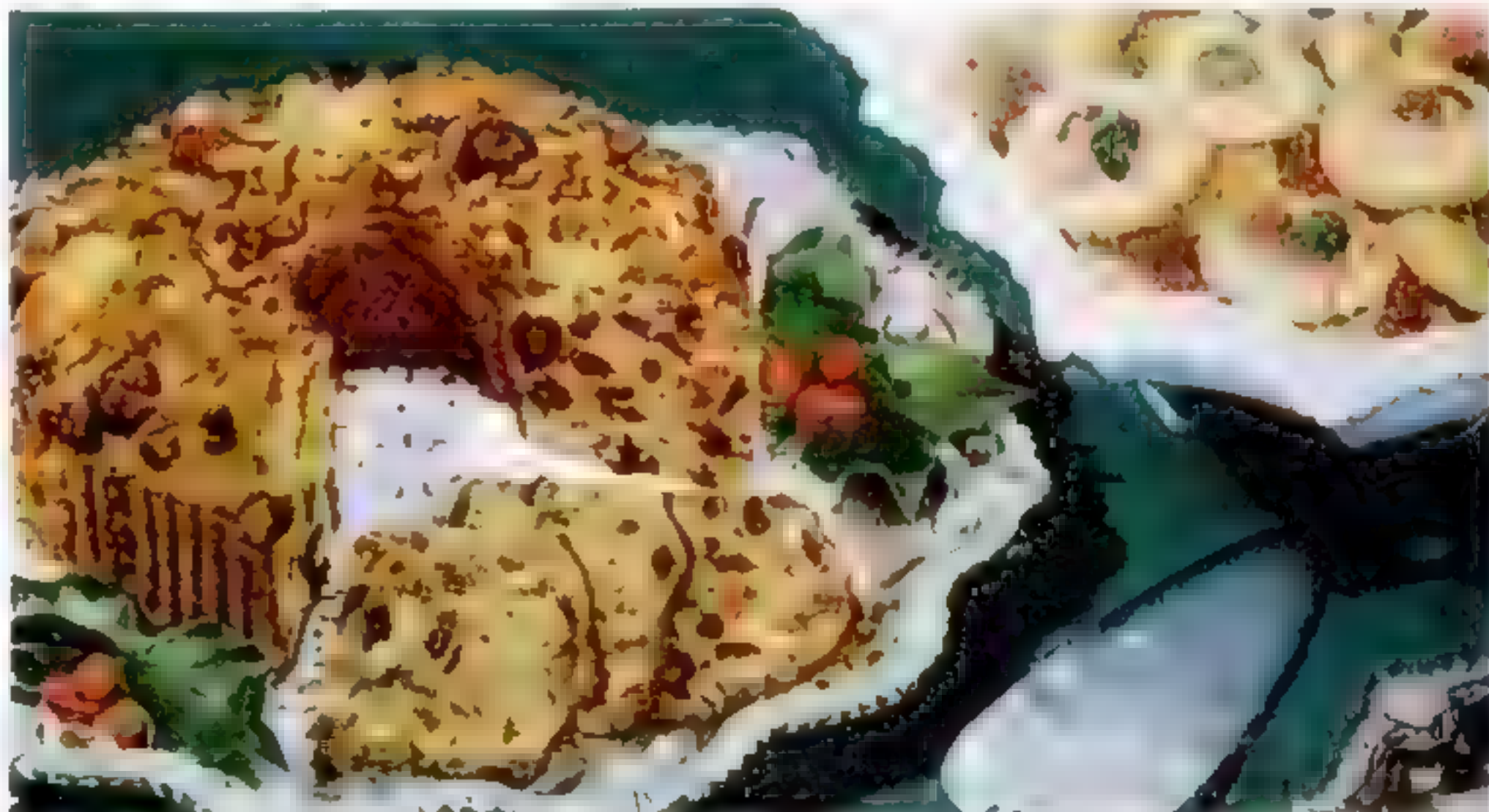
So—*eat more bread!* Eat it for *energy*. Eat it for *economy*. Eat it for *enjoyment*—the enjoyment that you get from *all* the good things that a baker bakes for you.



THE BAKERS OF AMERICA...who do your baking for you with the same high quality ingredients you would use; bake fresh daily with the same care you would take.



You are eating a delicious combination of these good foods when you eat bakery foods. That's why you need something that a baker makes to make each meal completely *satisfying*; completely *nourishing*!



Fruit Cake—chock-full of fruits and nuts—is traditional for the holidays. A wonderfully festive treat for the family—and the appropriate thing to serve guests who drop in with holiday greetings. To make sure of perfect fruit cake—and to avoid many hours in the kitchen—buy it baked!



"JERIS
Wins my
Thanks for the
Wonders it Works
on My Hair
and Scalp"

PRAISES
Fred MacMurray
starring in
"BORDERLINE"
A Milton Bren Production

KEEP HAIR WELL-GROOMED

**Free of Dandruff Too
with "Double-Action" Jeris**

Guard your hair and scalp the amazing way many movie stars do. Use Jeris Antiseptic Hair Tonic daily, with massage. Jeris' "double-action" not only keeps your hair neat...but keeps dandruff flakes away.

(1) JERIS KILLS DANDRUFF GERMS*
on contact! Antiseptic action instantly removes unsightly dandruff flakes.

(2) JERIS STIMULATES THE SCALP!
Daily massage with Jeris awakens blood flow. Helps promote healthy hair growth, relieve dry scalp and excess falling hair.

For well-groomed hair that's free from dandruff too, take Fred MacMurray's advice. Ask your druggist or barber for Jeris Antiseptic Hair Tonic today.

*Pityrosporum ovale, which many authorities recognize as the cause of infectious dandruff.

JERIS
Antiseptic **HAIR TONIC**

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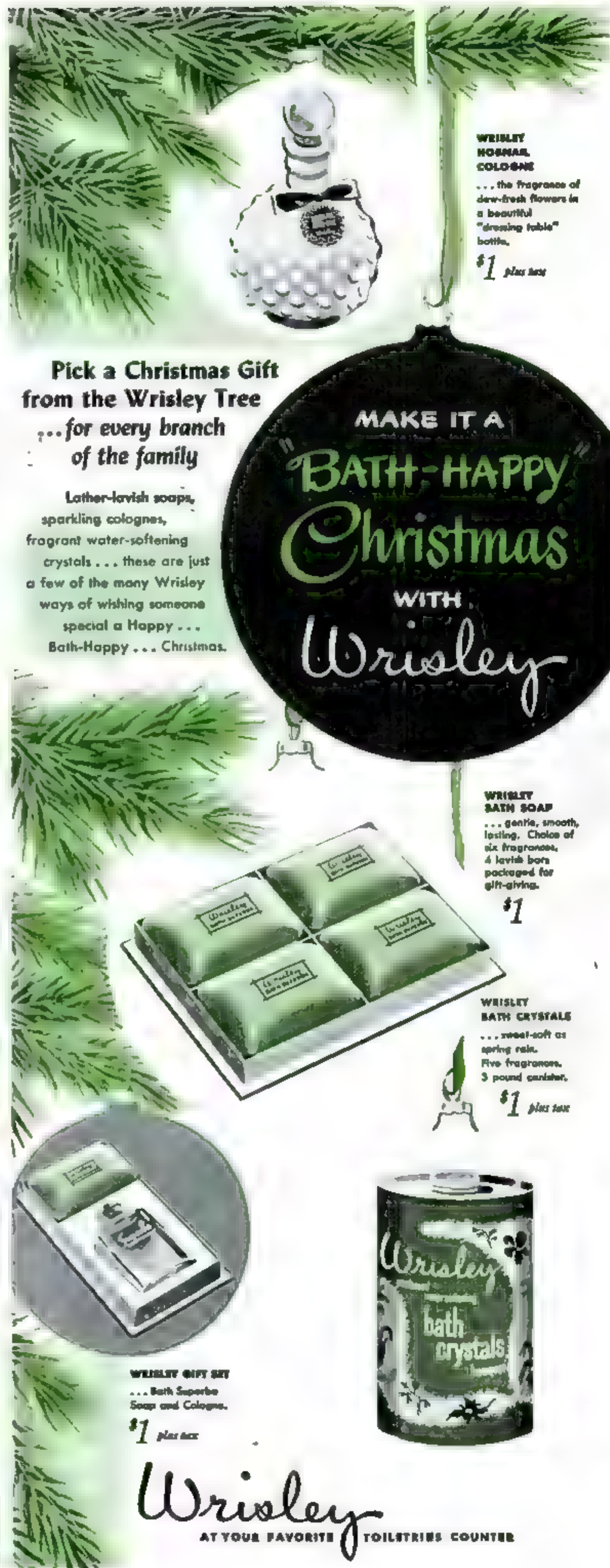
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from the Wrisley Tree
...for every branch
of the family**

**MAKE IT A
"BATH-HAPPY"
Christmas
WITH
Wrisley**

**Wrisley
NORMAL
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... the fragrance of
dew-fresh flowers in
a beautiful
"dressing table"
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**Lather-lavish soaps,
sparkling colognes,
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crystals ... these are just
a few of the many Wrisley
ways of wishing someone
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BATH SOAP**
... gentle, smooth,
lathering. Choice of
six fragrances,
4 lavish bars
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... sweet-soft as
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Five fragrances.
3 pound canister.
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Wrisley GIFT SET
... Bath Superior
Soap and Cologne.
\$1 plus tax

Wrisley
AT YOUR FAVORITE TOILETRIES COUNTER

COMMANDER IN CHIEF



SECRETARY OF THE ARMY



CHIEF OF THE NAVY



President Truman waves merrily to pregame paraders, grips his teeth against the intense cold, revives to cheer.

Secretary Francis Matthews is hopeful, soon looks grim, gets a momentary thrill as Navy eleven holds for once.

General Omar Bradley seems speculative, somber, eventually registers a smile as Army scores again.

SPEAKING OF PICTURES . . .

Some of top spectators at the Army-Navy game were also top performers



Rear Admiral James Holloway worries, is appalled, and roars loud approval of a jarring Navy tackle.

Viscount Montgomery applauds politely, looks puzzled, finally joins the crowd in a wild burst of cheering.

Cadet Linwood Mather is first openmouthed with eagerness, then utterly disgusted, then really ecstatic.

When the Army and Navy football teams met Nov. 26 at Philadelphia, the 102,000 spectators gave almost all their attention to the activities on the playing field. This was unfortunate, for some of the day's best performances were contributed by the spectators themselves. Indeed, such onlookers as President Truman, Field Marshal the Viscount Montgomery and a cadet named Linwood Mather turned in star emotional performances that were too good to lose. To pre-

serve these and others, LIFE stationed Photographer Ralph Morse on the Navy side of the stadium and Photographer H. G. Walker on the Army side (where the President sat). As Army surged to a 38-0 victory, in what is supposed to be the only area of interservice rivalry, there was joy in the Army stands and gloom on the Navy side. Oddly enough, however, it was President Truman and Montgomery—presumably neutral—who proved the greatest muggers of them all.

NOW! PROOF THAT BRUSHING TEETH RIGHT AFTER EATING WITH

COLGATE DENTAL CREAM HELPS STOP TOOTH DECAY!

**Exhaustive Research by Eminent
Dental Authorities Proves How
Using Colgate Dental Cream Helps
Stop Tooth Decay Before it Starts!**

NOW dental science offers *proof* that always brushing teeth with Colgate's right after eating helps stop tooth decay before it starts! Proof—based on hundreds of case histories, two years of continuous research at leading universities—the most *conclusive* proof in all dentifrice research on tooth decay.

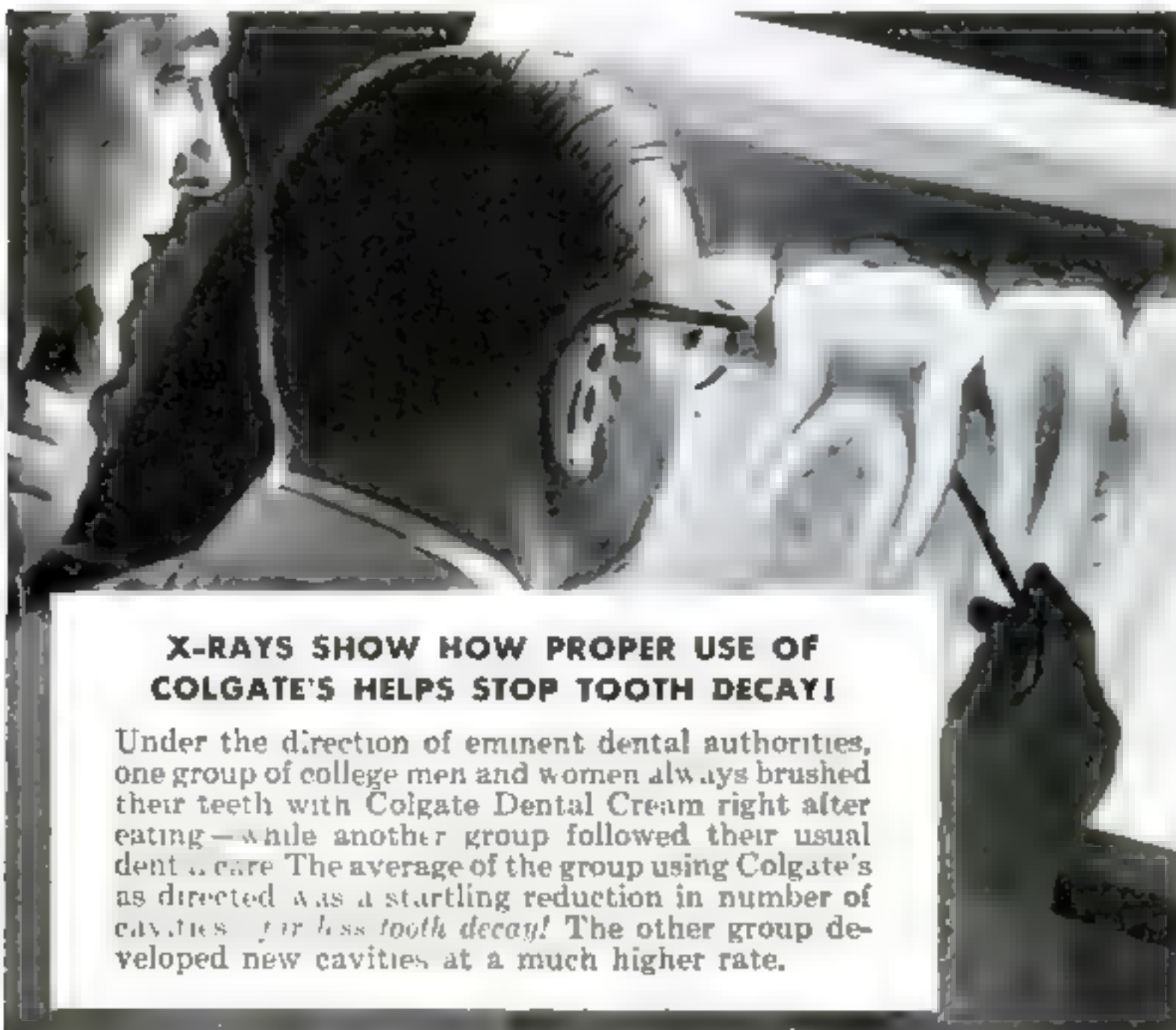
Modern research shows tooth decay is caused by mouth acids which are at their worst right after eating. When you brush your teeth with Colgate Dental Cream as directed, you help remove acids be-

fore they can harm enamel. And Colgate's penetrating foam reaches crevices in teeth where food particles often lodge.

**The Most Conclusive Proof
In All Dentifrice Research
On Tooth Decay!**

The Colgate's now at your dealer's is the same formula used in the tests. Colgate's contains all the necessary ingredients, including an exclusive *patented* ingredient, for effective daily dental care. No risk of irritation to tissues and gums! And no change in flavor, foam, or cleansing action.

No claim is made that using Colgate's can stop *all* tooth decay, or help cavities already started. But brushing teeth with Colgate Dental Cream as directed is a safe, *proved* way to help stop tooth decay!



X-RAYS SHOW HOW PROPER USE OF COLGATE'S HELPS STOP TOOTH DECAY!

Under the direction of eminent dental authorities, one group of college men and women always brushed their teeth with Colgate Dental Cream right after eating—while another group followed their usual dental care. The average of the group using Colgate's as directed was a startling reduction in number of cavities *per less tooth decay!* The other group developed new cavities at a much higher rate.



**Always Use Colgate's
To Clean Your Breath While
You Clean Your Teeth—And
Help Stop Tooth Decay!**

NO OTHER DENTIFRICE OFFERS PROOF OF THESE RESULTS



SECRETARY OF DEFENSE, Louis Johnson, bundled in two overcoats in Navy stands, yawns at monotony of Army success.



FRENCH ATTACHE, Brig. General de la Boisse, looks cold, miserable and pretty well confused by American style football.



A REAR ADMIRAL, H. S. Kendall of Washington staff, peers wretchedly at the field where Navy, like the sun, is sinking fast.



All-I-I A-board for Christmas!



It wouldn't be Christmas for her folks down on the farm if they didn't see their grandchildren. Fortunately for her and her husband, Pullman makes traveling with children easy as tucking them in, turning out the lights, and waking up to an old-fashioned Christmas at home.



Christmas with her only daughter is 500 miles away—500 miles of ice, snow and mountains. But this charming lady isn't worried about the weather in her "weather-proof" Pullman Roomette. She's snug and secure and sure of getting there. She's traveling on dependable railroad schedules.



He's a business man whose principal business right now is to be home in time for last-minute Christmas shopping. Pullman will get him there, deliver him right to the heart of town, convenient to the shopping district. He's completely relaxed because he knows even in "bad" weather he's safer crossing the country by Pullman than he is crossing the street in traffic.

Each Christmas is precious. Cherish this Christmas by spending it with the ones you love. And by all means go Pullman to be sure of getting there in time. Better call your ticket agent now to reserve space.

Enjoy the world's great musical shows. Tune in the Railroad Hour every Monday night on N.B.C.

Go Pullman

THE SAFEST, MOST COMFORTABLE WAY TO GET THERE!

HERE'S AMAZING
NEW RELIEF

**VICKS
VAPORUB
IN STEAM**

**Actually Relieves Coughs
...Stiffness of Colds**

WITH EVERY SINGLE BREATH!

It's easy... Do this—

Put 1 or 2 spoonfuls of Vicks VapoRub in a vaporizer or bowl of boiling water. (See directions in every package.) Then...

Breathe in the soothing, medicated vapors. Every breath carries warming relief right where the worst symptoms of the cold are!

Every breath brings wonderful relief from coughs, chokey stuffy miseries of colds. Try it!

You know what grand relief you and your children get when you rub on Vicks VapoRub to relieve miseries of colds.

Now... whenever there's much coughing, annoying phlegm, or stiffness... use Vicks VapoRub this special way, too!

It's VapoRub In Steam!

Relief comes almost instantly! For every breath carries VapoRub's famous relief-bringing medications direct to cold-congested upper breathing passages.

It eases coughing spasms... helps clear stiffness... relieves upper bronchial congestion with every single breath!

To Keep Up The Relief

Be sure to rub Vicks VapoRub on throat, chest and back, too. Its poultice-and-vapor action works for hours to bring relief... even while you sleep!

Grand for children!
Grand for grown-ups!



USE IT IN STEAM—RUB IT ON, TOO!

SPECIAL OFFER FOR MOTHERS!

Act fast! Get your copy of this valuable new book on child care and child training—"YOUR CHILD FROM 1 TO 5." A handy digest of helpful articles from Parents' Magazine especially edited for Vicks. Contains 32 big magazine-

pages filled with new and helpful hints for parents.

Just send name and address, a Vicks VapoRub boxtop, and 20¢ in coin to Premium Dept. 4, Box 1813, Greensboro, N. C. Be sure to send in today!

LETTERS TO THE EDITORS

FIVE GENERATIONS

Sirs:

In *LIFE* (Nov. 21) you offered congratulations to the five generations of the Basenberg family of Chicago. I am enclosing a snapshot to show we beat the Basenbergs' record by having both great-great-grandparents become such at earlier ages. Here we are three years ago (right to left): Mr. and Mrs. W. R. Poe, Brady, Texas, great-great-grandparents at 73; Mr. and Mrs. Andrew Bruce, Dreer, Texas, great-grandparents at 65 and 55; Mr. and Mrs. Jerry E. Coleman, Dreer, Texas, grandparents at 47 and 37; Mr. and Mrs. Hershall T. Dubree, parents at 29 and 21; and great-great-grandchild Thomas Adrian Dubree. Since this picture was taken, the great-great-grandfather has passed away.

Mrs. HERSHALL T. DUBREE
Albuquerque, N. Mex.



● In addition to the Dubrees, 15 other five-generation families sent pictures or information about themselves to *LIFE*. To all of them *LIFE* offers its congratulations.—ED.

Sirs:

Why bother to congratulate a family of only five generations? Ours has six, as you can see from this photograph taken a few months ago. The



FIVE GENERATIONS

great-great-great-grandmother, Ida Cyphers (lower left), is 87; the great-great-grandmother, Emma Morgan (lower right), 71; the great-grandmother, Edna King (upper left), 54; the grandmother, Violet Curtis (upper right), 38. I am 19 and am shown holding my 7-month-old son, Danney Lee.

BETTY McDOWELL
Iron Mountain, Mich.

PHONY DEER

Sirs:

Your story, "Phony Deer Fools Hunters" (*LIFE*, Nov. 21), shows that sportsmen are much the same all over the country. Our Minnesota sportsmen have bagged a 1930 Model "A" Ford with an Army blanket hung over the hood, several owls and a mailbox with luminous letters on it. But the prize should go to the sportsman who shot his own horse on his own property.

STERLING KRONE
Fergus Falls, Minn.

Sirs:

I indignantly arise to the defense of the Western hunter, being a converted Westerner myself. While having breakfast in a small Western cafe last August, I overheard an eastern "city hunter" describe his luck thusly: "Not much luck today, except a couple of sound shots." When asked what a "sound shot" was, our well-equipped hunter replied, "Oh, we heard some noises in the brush and let go a couple of rounds. No luck, though."

HARRY WHITSON
Briarcliff Manor, N.Y.

MAYA MURALS

Sirs:

In your story about the Maya murals (*LIFE*, Nov. 21), the scene showing the bleeding prisoners interests me. You state that the figure at lower left (partially destroyed) holds the hand



PLUCKED, NOT STABBED

of a captive he has just stabbed. He didn't stab him—he is in the process of pulling out his fingernails. If you examine the picture you'll see that the prisoners crouching just above and to the right of the corner figure are also bleeding from their finger tips.

BEN HYATT
New York, N.Y.

"BATTLEGROUND"

Sirs:

IN THE CAPTION DESCRIBING THE COVER PICTURE OF ME (*LIFE*, NOV. 21) YOU

CONTINUED ON PAGE 18

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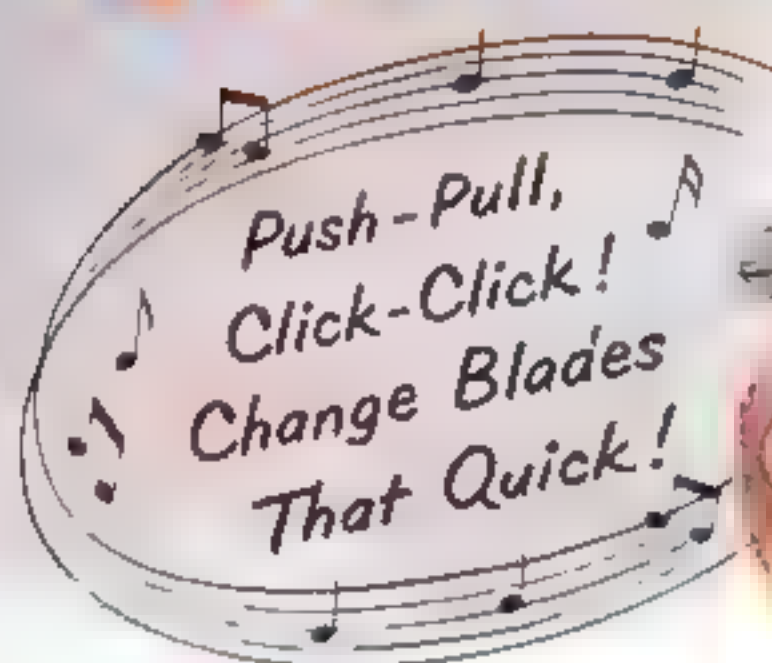
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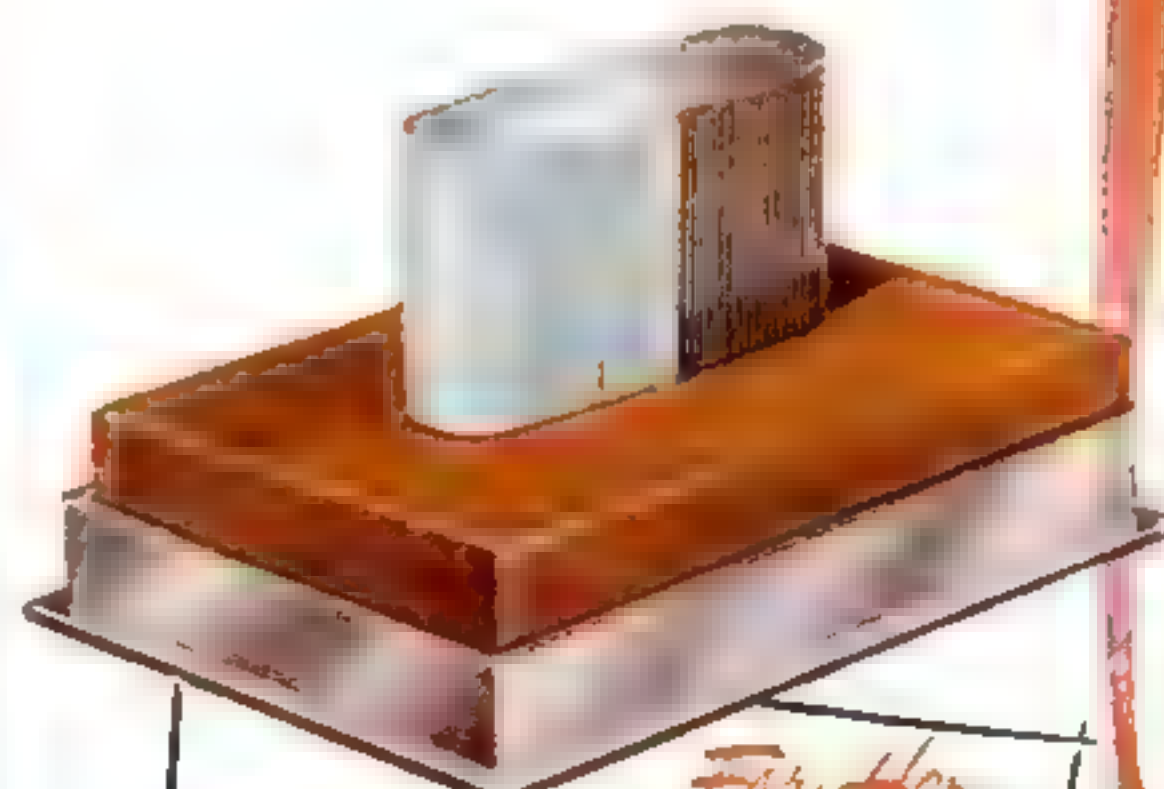
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LETTERS TO THE EDITORS

CONTINUED

ADDED EIGHT YEARS TO MY LIFE. I AM 29 NOW AND CERTAINLY DON'T WANT TO MISS LIVING THOSE EIGHT YEARS.

RICARDO MONTALBAN
CULVER CITY, CALIF.

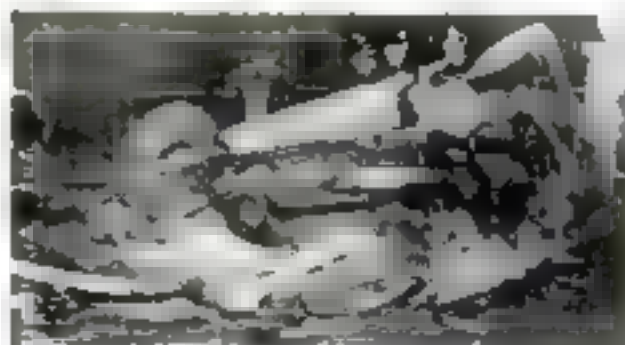
● LIFE, which realizes an actor's age is one of his negotiable assets, regrets its miscalculation.—ED.

PLUMMETING CAR

Sirs:

In LIFE (Nov. 21) a picture called "Nose Dive" appeared. Would you show me what that old car looked like after it hit the street?

DEE W. PRINCE
Dallas, Texas



AFTER NOSE DIVE

RUSSIAN METHOD

Sirs:

Your piece on the Russians changing the direction of rivers (LIFE, Nov. 21) reminds me of a story told me by my late uncle, Arthur Powell Davis, who went to Russia in 1929 as chief consulting engineer on waterpower and irrigation. Soon after he arrived in Russia he was told that it would be necessary to build a dam on a certain river at a certain place and it would be necessary to have it finished within the two years his contract was to run. My uncle made a survey of the site and determined that the dam could be built either by hand, requiring 10,000 men, or by machine (the only way to get the necessary machinery to the site was to float it there by boat during the spring floods). The latter course was chosen. During the interval before the floods they gathered up all the earth-moving equipment and loaded it on flatboats. During the flood they moved the boats up the river as far as possible toward the site. When the boatmen reached the head of navigation they unloaded the machines onto the river bank, where they promptly sank out of sight in the mud. That was the end of the machinery—also of the proposed dam.

DOUGLAS P. DAVIS
Burbank, Calif.

LEANING ILGS

Sirs:

With reference to the photograph of Robert Ilg moving from the leaning tower in Ilgair Park, Chicago (LIFE, Nov. 21), the moving job presented an unusual problem for Joyce Brothers Storage and Van, agents of Allied Van Lines. The moving men were confronted with furniture which was propped up 7" to plumb so that the Ilg family could sit "level." The Ilgs lived in the tower from 1932 to 1945, and it was fully equipped with all household facilities. It was actually a water tower with tanks of 100,000 gallon capacity and had four carillon bells at the very top. The bells were cast in Italy in 1632 and brought here in 1935 with the permission of the Italian government. Mrs. Ilg said, "This wasn't originally built as a home, but he [Mr. Ilg, a retired official from the ventilating business] was so practical we moved in."

RICHARD BRUCE JOYCE
Chicago, Ill.

PHILIPPINE ELECTION

Sirs:

YOUR ARTICLE ON THE PHILIPPINE ELECTION (LIFE, NOV. 21) WAS BOTH INTERESTING AND ENLIGHTENING BUT YOU HAD ONE SMALL POINT A LITTLE JUMBLED. THAT IS WHERE YOU TELL OF THE MOUNTAIN-DWELLING IGOROTS EATING DOGS. THEIR INTENTIONS ARE NOT TO EAT THE DOGS THEMSELVES BUT TO CONTINUE STARVING THEM TILL THERE IS NOTHING LEFT IN THEIR STOMACHS. THEN THEY FEED THE DOG ALL THE RICE AND WATER HE CAN TAKE. AFTER AWHILE THEY KILL HIM AND FROM HIS STOMACH TAKE THE HALF-DIGESTED RICE. THAT IS THE TRUE DELICACY. . . .

ROBERT H. FISCUS
LEECHBURG, PA.

AIR FORCE BIRTHPLACE

Sirs:

In your article, "Life Visits Some Famous Generals" (LIFE, Nov. 21), you state that San Antonio, Texas is the birthplace of the Air Force. During the past war, while stationed at Fort Monmouth, N. J. (U.S. Signal Corps), I was told that the U.S. Air Force was born there.

ARTHUR R. PASQUARELLA
Philadelphia, Pa.

Sirs:

It is my recollection that after the preliminary flights at Fort Myer, Va. the activity—then known as Aviation Section of G. Company, Signal Corps—was transferred to College Park, Md. and that College Park is the accepted "birthplace" of what is now known as the Air Force. Later on a few men and a ship were sent to the old Remount Station, Fort Sam Houston.

STEPHEN F. TILLMAN
Washington, D. C.

● Reader Tillman is right. Although test flights were made in 1908 at Fort Myer by the Wright brothers, the establishment of the College Park flying school in 1909 is regarded by the Air Force as its birth date.—ED.

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LIFE'S COVER

When Joan Appleton of Scarsdale, N.Y. came to New York City to shop she was spotted by LIFE Photographer Leonard McCombe as she got off a Fifth Avenue bus. McCombe was one of six LIFE photographers strolling the avenue to get a story on pretty girls in New York (pp. 71-76). He stopped Joan, photographed her and this week she appears on LIFE's cover. It was not the first time Joan's beauty had been singled out; in the 10th grade she was voted the prettiest girl in her class. Now, at 19—and even prettier—she is a Wellesley sophomore.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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ON ELECTION DAY A COLOMBIAN MILITARY POLICEMAN SEARCHES VOTER'S HAT FOR CONCEALED WEAPONS. POLLS WERE CLOSELY GUARDED AND VOTING WAS QUIET

HOW TO WIN AN ELECTION IN COLOMBIA

For decades Colombia was one country in Latin America which never chose its governments with bullets instead of ballots. But by last week, in the election shown here, her liberty-loving people lost their precious heritage through a relentless power play by the minority Conservative party.

The Conservatives (who held the presidency although the Liberals had a majority in Congress) played rough from the beginning. They recalled strong man Laureano Gómez from voluntary exile in fascist Spain as their candidate. The main feature of his campaign was a reign of terror in the

interior. Liberal towns were shot up. In the last two months 2,000 Liberals were killed, hundreds jailed and other hundreds fled their towns. Seven thousand Liberal families fled to Bogotá alone. There Conservative President Mariano Ospina Pérez declared a state of siege and exercised heavy-handed censorship. Troops took possession of the capital and patrolled the streets.

The ruthlessness of the Conservatives was almost matched by the bungling and indecision of the Liberals. Their leader, wealthy, scholarly Darío Echandía first got Congress to move up the date

of the election from next spring to this fall. But when Gómez' tactics appeared to be successful the Liberals tried unsuccessfully to change the date back. Desperate, they declared the election would be a farce and withdrew from the contest. This gave those Liberals who might have dared to vote no one to vote for. Finally the Liberals called for a general strike, but Gómez put it down by sending troops to man transport and public utilities. In the end there was nothing for Echandía to do but protest futilely in the well-guarded streets—where his own brother was killed just before election day.

LAST CRY OF FREEDOM WAS BURIAL PROCESSION

BOGOTÁ, COLOMBIA

On the Friday before election day Darío Echandía set out with his two brothers and a small group of Liberal party leaders for a stroll. It had long been his pride that he could walk the streets of Bogotá without a bodyguard—something which Laureano Gómez dared not do. But this time he did not get far. At the Plaza San Martín near his home in the northern residential district the group was met by police. In these tense days riots started as quickly as the flaring of a match; by the time the firing had stopped two of the party faithful were dead; Darío Echandía himself was lucky, but his brother Vicente lay mortally wounded.

The next day nearly everyone expected trouble. But the word spread slowly and nothing happened until Sunday—the day of the election—when a large black flag was taken from the Liberal party's headquarters to Echandía's home. Only a few hundred marched behind the flag at first, but hundreds more joined along the way and further thousands swelled the crowd after attending funeral services in the neighboring church of Santa Teresita.

Thus began the strange death march to the cemetery, a weary two miles away. Well-dressed men walked side by side with Indians wearing sandals; society women marched along beside shopgirls and children. Students walked with fire in their eyes, flinging their arms up from time to time as they shouted "¡Lea!" or "¡Abajo!" ("Down"). The cries of "¡Abajo Laureano!" rose in volume, and as the cortege moved on one little man with a black hat and a sad face kept repeating in a loud voice, but as if speaking only to himself, the one word *abajo*—not *abajo* this or that, but just the lone word, *abajo*.

By the time the cortege reached the cemetery, there were 25,000 marchers and the shouting could be heard for miles. Three truckloads of soldiers were waiting at the intersection there, but they stayed in their vehicles and the crowd surged around them. And then, apparently on the inspiration of the moment, everyone turned left, in the direction of the presidential palace, instead of right toward the cemetery gates. The casket containing the body of Darío Echandía's brother hobbled about on the crest of the crowd, and a great cry rose up, "¡A palacio!"

Three blocks up the street stood a line of soldiers with glinting bayonets and a row of tanks. This was the turning point of the whole tragic election period. At this moment the crowd might have gone on in an attempt to throw the Conservatives bodily out of the palace and out of power; civil war might have resulted. It did not. A few pistol shots sent the milling thousands into momentary panic. Then the shouting died suddenly. Shocked and angry, Darío Echandía came striding through the crowd demanding that his brother's body be brought back to the cemetery. At the same moment a rumor swept the mob like a swift flame: the government had resigned and the army was in power. All at once there was laughter and glad shouts and the casket was carried back down the street and into the cemetery grounds. Vicente Echandía, a farmer and the father of three children, was laid away in a martyr's tomb.

The crowd seemed to sense the finality of it all. One of the party leaders made a brief speech, scotching the rumor of the government's resignation but praising the army as the country's last hope of freedom. The crowd broke up, scuffling along streets littered with fragments of a funeral wreath. The little man with the black hat walked slowly away still repeating to himself the one word, "¡Abajo."

—FILLMORE CALBURN

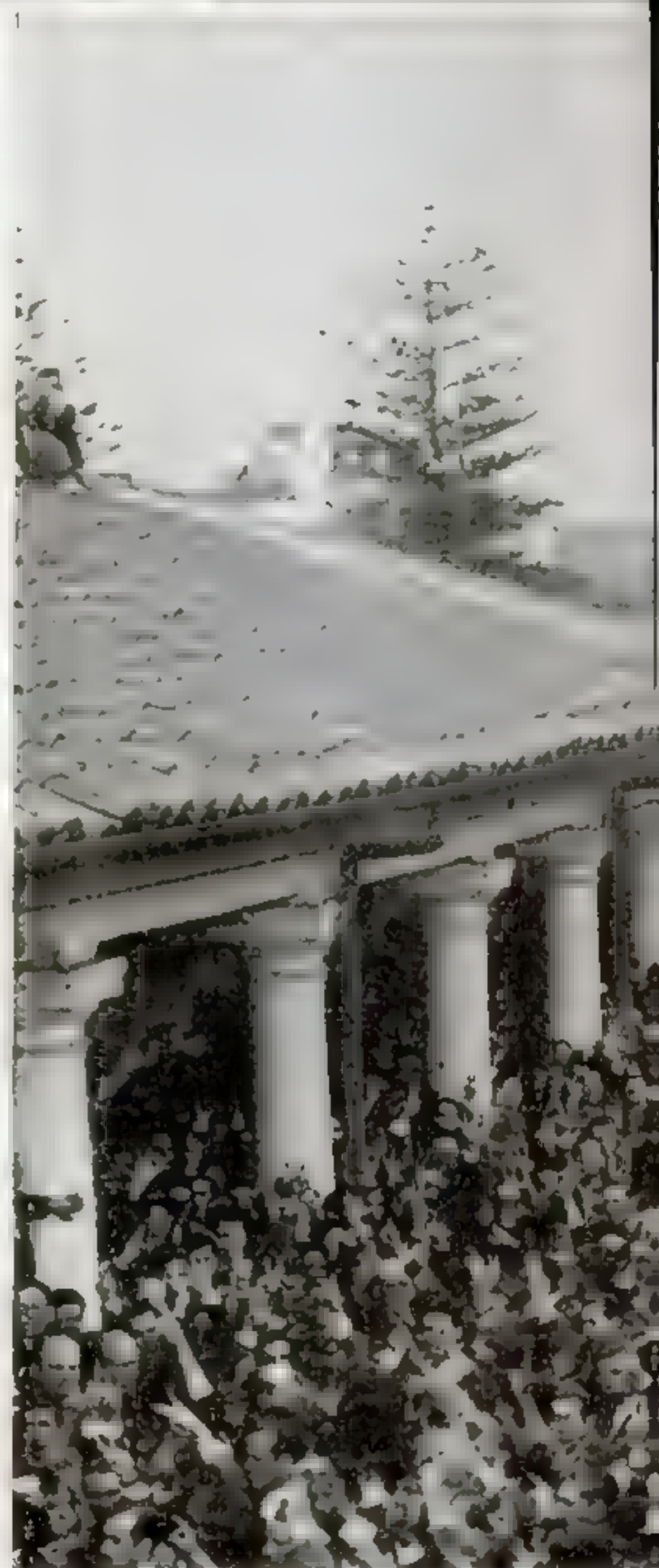
CORTEGE THAT TURNED INTO POLITICAL RALLY



LEADER of opposition Darío Echandía, stands before brother's crypt. Beside him are widow (right) and friends.



COURAGE is displayed by the Liberals who wave anti-Gómez slogans as they join in demonstration at funeral.



LIBERAL DEMONSTRATION took place in a cemetery after members of the funeral procession had threatened

ITEMS PECULIAR TO PRE-ELECTION COLOMBIA



FLOWERPOTS were held by cement at Liberal Leader Gaitán's shrine because opposition was removing them.



BROOMS AND BRANCHES were fastened to buses to sweep away tacks strewn by Liberals during protest strike.



ened to storm the presidential palace. Now, elated by the swiftly spreading rumor that Conservative president had

resigned and army taken power, they lay away the body of Vicente Echandía in circular crypt (left) amidst fervent

singing of the national anthem and Churchillian V sign. The rumor was baseless; Gómez was installed in power.



NEWS IS PASSED by word of mouth in street groups. The people distrusted the severely censored newspapers.



RAILWAYS were run by soldiers who took over most of the transportation system during the abortive strike.



TROOPS were held alert day and night with bayoneted rifles, ready to move in wherever trouble might threaten.



STRONG MAN GOMEZ leaves Bogotá's Jockey Club after pre-election visit. He did not vote, remaining in his heavily guarded suburban home until the elections were over.

Colombia CONTINUED

UNOPPOSED AND WITHOUT TROUBLE THE CONSERVATIVES VOTE GOMEZ IN



THIN LINE OF VOTERS queues up in Bogotá street. Conservatives claimed a huge vote, but fewer Conservatives were at the polls than Liberals at the Echandía funeral.



PRESIDENT OSPINA PEREZ in center finger in mud to mark a previous vote, test repeaters at the polls. The entire area around this polling place was heavily guarded.



VOTES ARE COUNTED in a haphazard way at one polling place by tossing ballots into a hat. Since only Conservative party members voted, ballots were scarcely checked.



WASHING HANDS in a puddle, two Conservatives try to get rid of telltale red ink after voting. Fearing Liberal reprisals, so many rinsed fingers that puddle turned pink.



A VOTER FINDS SOMETHING TO PUZZLE HIM
IN BALLOT LISTING ONLY ONE CANDIDATE

ONE VICTIM OF A PLANE CRASH

Joe Smith survived the fall of Bataan and left a son he never saw

When the American Airlines plane crashed at Dallas on Nov. 29, Joe Stanley Smith of Albuquerque was one of the 28 who were killed. Joe was 29 years of age, had dark hair, a bad stomach and false teeth. He was married and had three children, the youngest of whom he never saw—the child was born on Nov. 23, and Joe had been away on business since Nov. 18.



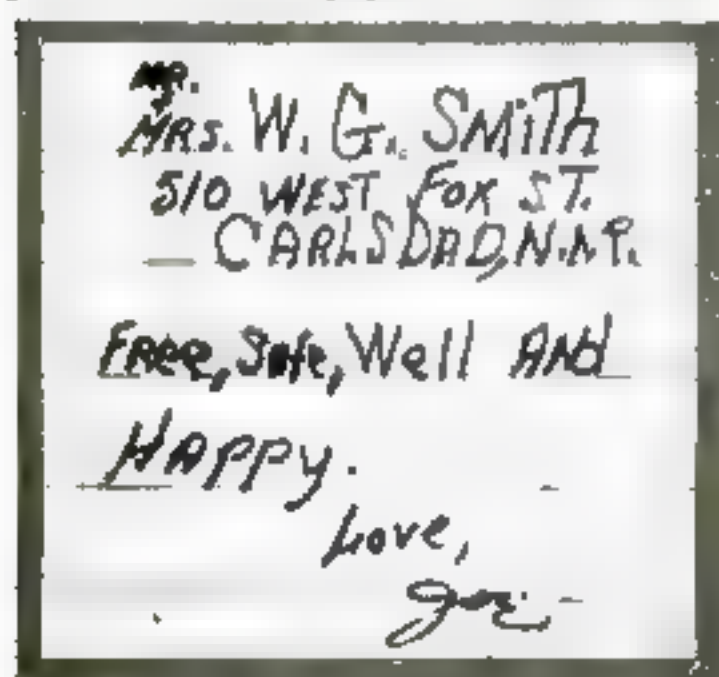
AS A YOUNGSTER in Carlsbad—Joe was youngest of three children—he was a Scout. He also delivered newspapers, jerked sodas, sold popcorn in the movies.



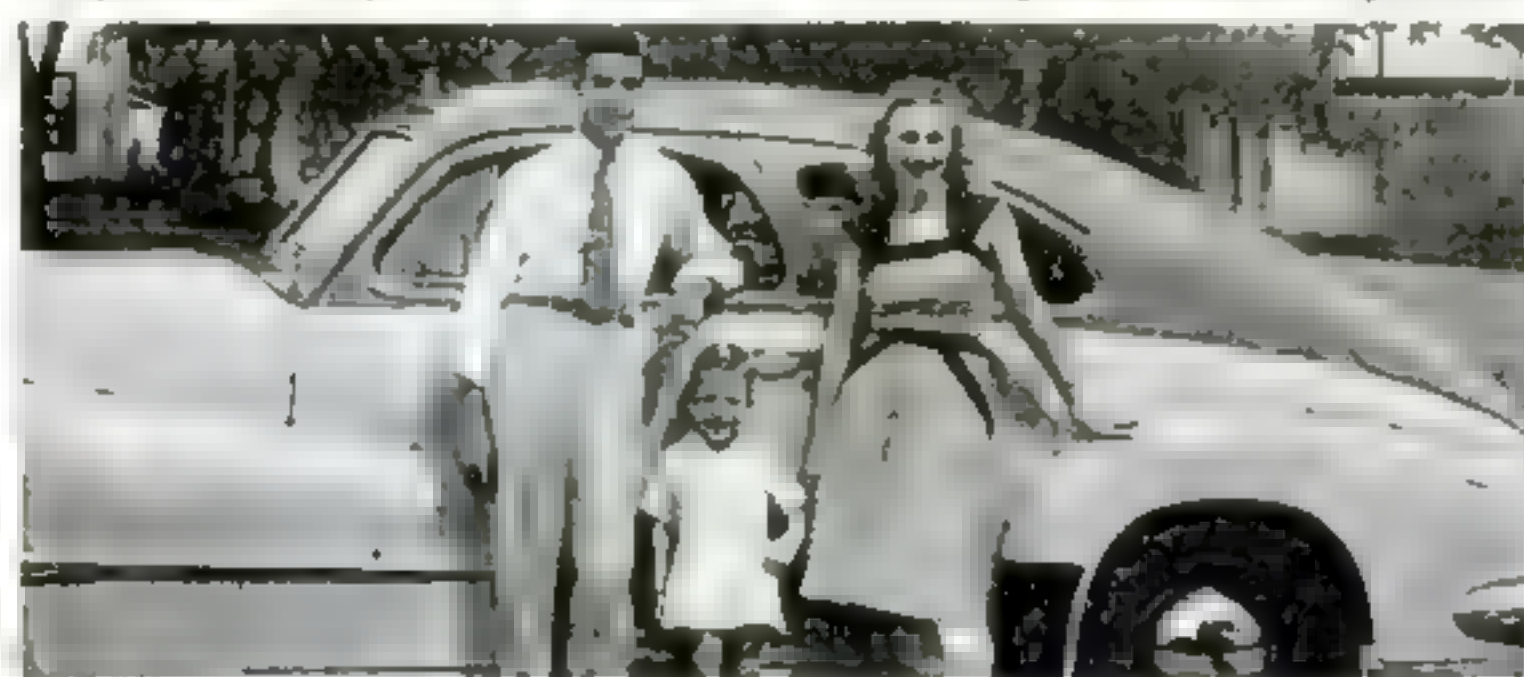
AT A FRATERNITY DANCE in 1939 at the University of New Mexico, Joe (second from left) paused to have this picture taken with a group of friends. In 1940 he married Barbara Dean Smith, the girl at his right. The other young men are Gene (center) and Dwayne Davis. They went to war with Joe, were also captured and died as prisoners.



ON HIS LAST LEAVE before going to the Philippines in September, 1941, Joe Smith showed off his sergeant's stripes. He was in Battery F, 200th Coast Artillery.



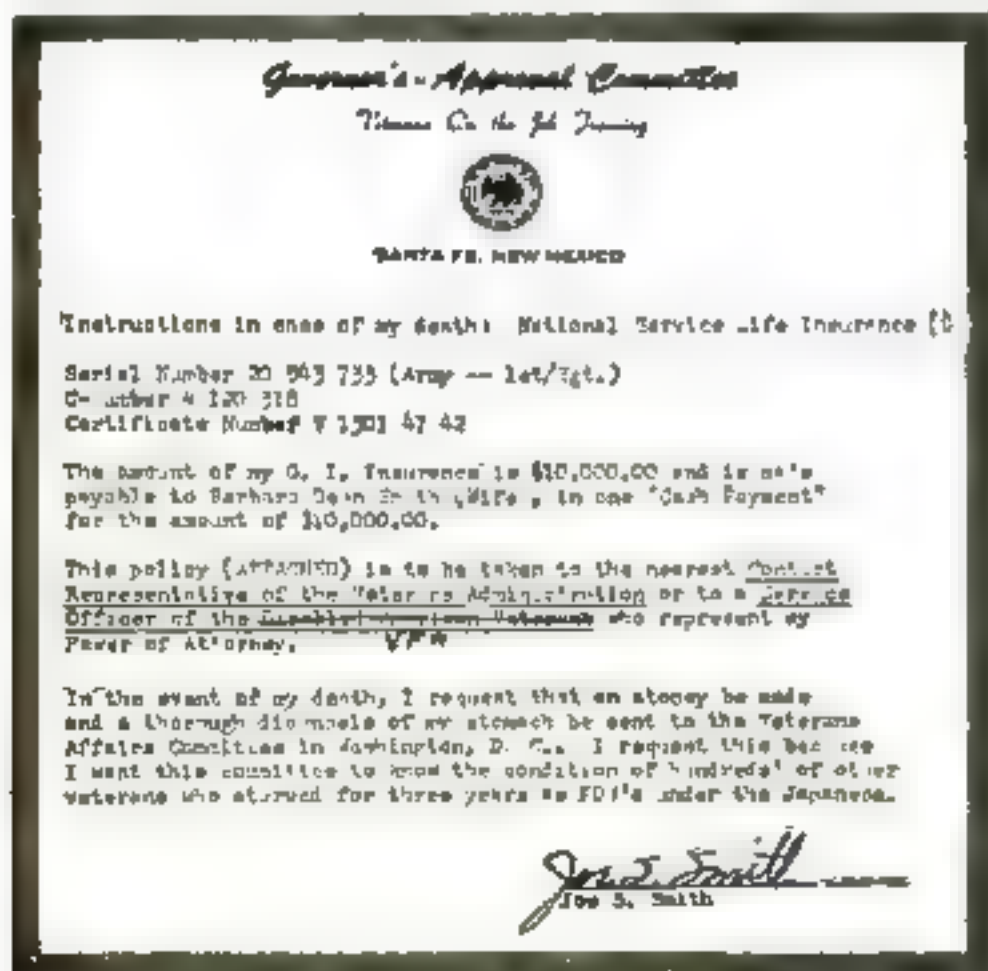
FIRST LETTER HOME after his liberation in Feb. 1945 was six words long. He suffered from extreme malnutrition which later caused him to lose his teeth.



HIS NEW CAR was the occasion for this picture taken in 1946 in Albuquerque. His son Ronnie was born only a few weeks before Joe left home in 1941, and had no recollection of his father. When Joe came back to Carlsbad in March 1945, still emaciated and sick, the 3½-year-old boy ran up to him shouting, "Look what I found! I found Daddy!"



IN ALBUQUERQUE in 1948, Joe spoke to Congressional subcommittee considering special promotions for ex-POWs, later was hired by the War Claims Commission.



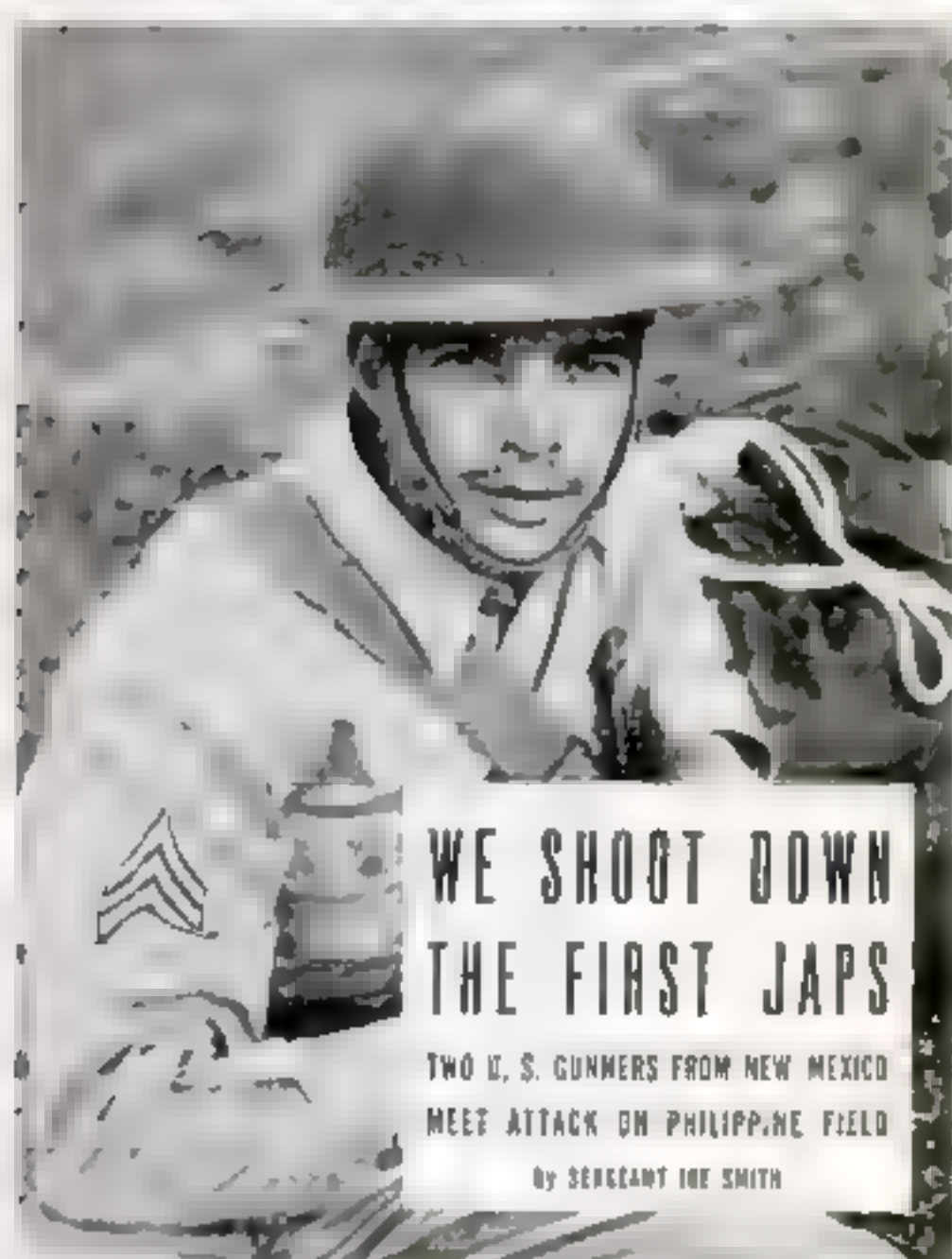
HIS "WILL" contained a stipulation which showed that—as with many another wounded or diseased veteran—the war had a big place in his mind. His body was badly burned in the plane crash, making autopsy impractical.



THE PLANE CRASH, in which 28 passengers and crewmen were killed, occurred at the edge of the Dallas airport. Two engines on the DC-6 transport had failed, and as the pilot tried to make a landing the plane suddenly

swerved, hit a building and burst into flames. Although rescuers arrived immediately, the blaze was so persistent that several hours elapsed before the last bodies could be removed from wreck and placed on waiting stretchers.

Joe's life was very full despite its shortness. The most remarkable thing he ever did was to survive 42 months in Japanese prisons after the fall of Bataan, but everything else he did was done ably and in a way that made people respect him. After he died his mother, speaking with great candor, said, "Bless his heart, he wasn't very pretty, but he was good."



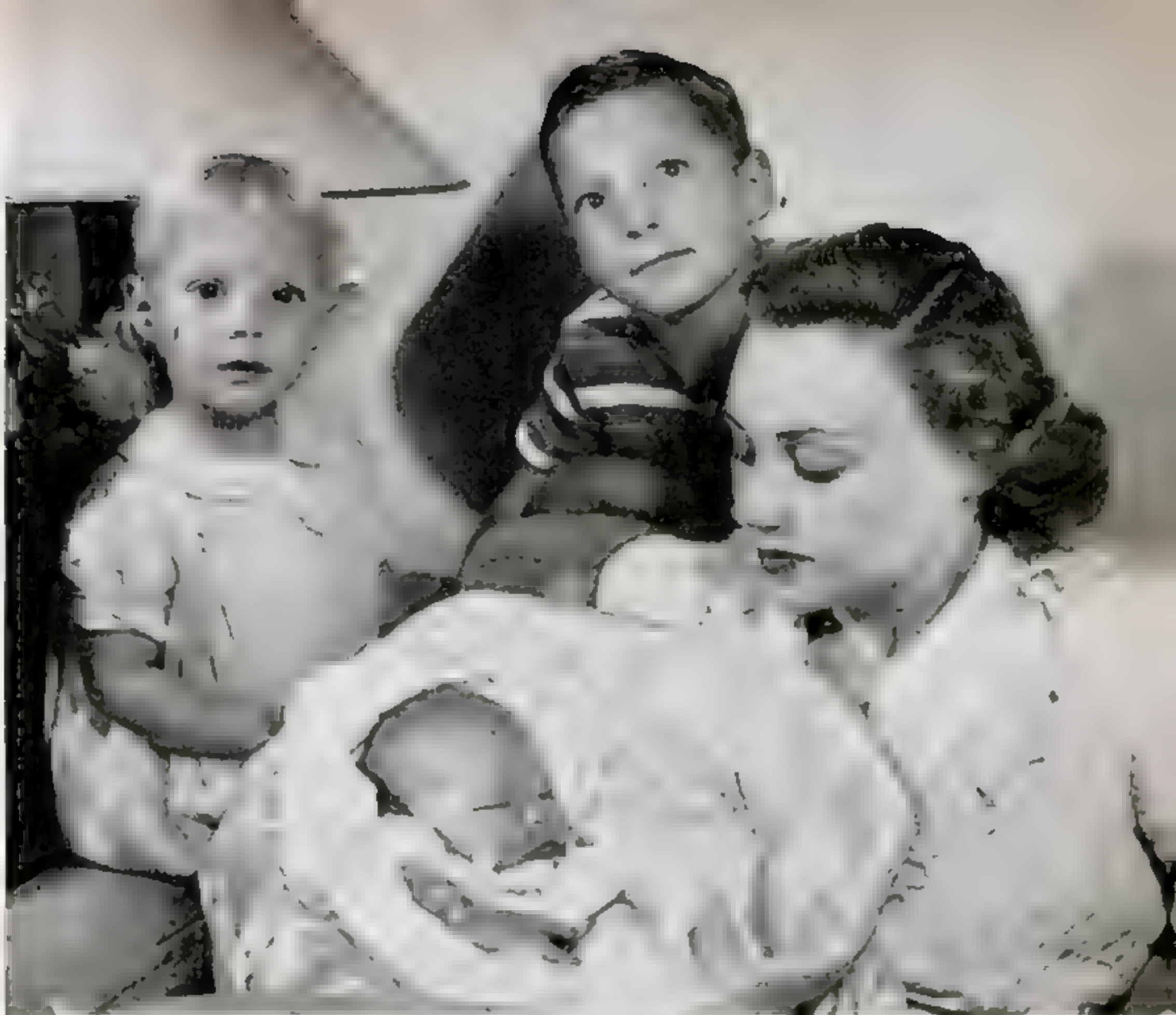
IN PHILIPPINES Joe was photographed on Dec. 9, 1941 by LIFE Photographer Carl Mydans, who was also captured by Japs. About this time, Joe was writing an article about his first battle, which ran in LIFE on Dec. 22, 1941.



HIS HOUSE in Albuquerque was new—he moved into it this year. His family will be able to keep it because he carried enough life insurance—including a \$10,000 policy he took out at the airport when he began his fatal trip.



HIS PARENTS, Mr. and Mrs. W. G. Smith (here shown at funeral) remember Joe as an active young man. Of his son's school career, his father said, "He wasn't outstanding—he just seemed to make the teams he went out for."



HIS WIFE did not hear of his death until several days after it occurred. Mrs. Smith was in an Albuquerque hospital for the birth of her third child, and the news was kept from her until the doctor thought she was strong enough to stand it. Her other children (the baby will be named after his father) are Jo Melhuna, 2, and 4-year-old Ronnie.

OTHER SURVIVORS of Japanese prison camps (New Mexico had a large National Guard contingent stationed in the Philippines) came to Joe's funeral and posed for a group picture. The photographer is Ray Davis, whose two sons (opposite page, top center) died when a U.S. sub sank the transport carrying them, as prisoners, to Japan.





LISTING PILOT On Nov. 30 gray haired, mild-mannered Test Pilot Gene May, a 45 year old grandfather, was haled into a Los Angeles traffic court and asked to walk the white line to prove whether

he was drunk or sober. May failed (1/7). The morning after, May was at Muroc Dry Lake to show off the new Skyrocket jet-and-rocket plane Douglas Aircraft had built for the Navy, and May had officially flown faster than the speed of



LISTING SHIP On Dec. 2 a Matson Lines Freighter, *Hawaiian Rancher*, was two miles out of Alameda, Calif. harbor when a fire started in the cargo of wallboard in her No. 2 hold. Full speed ahead, her

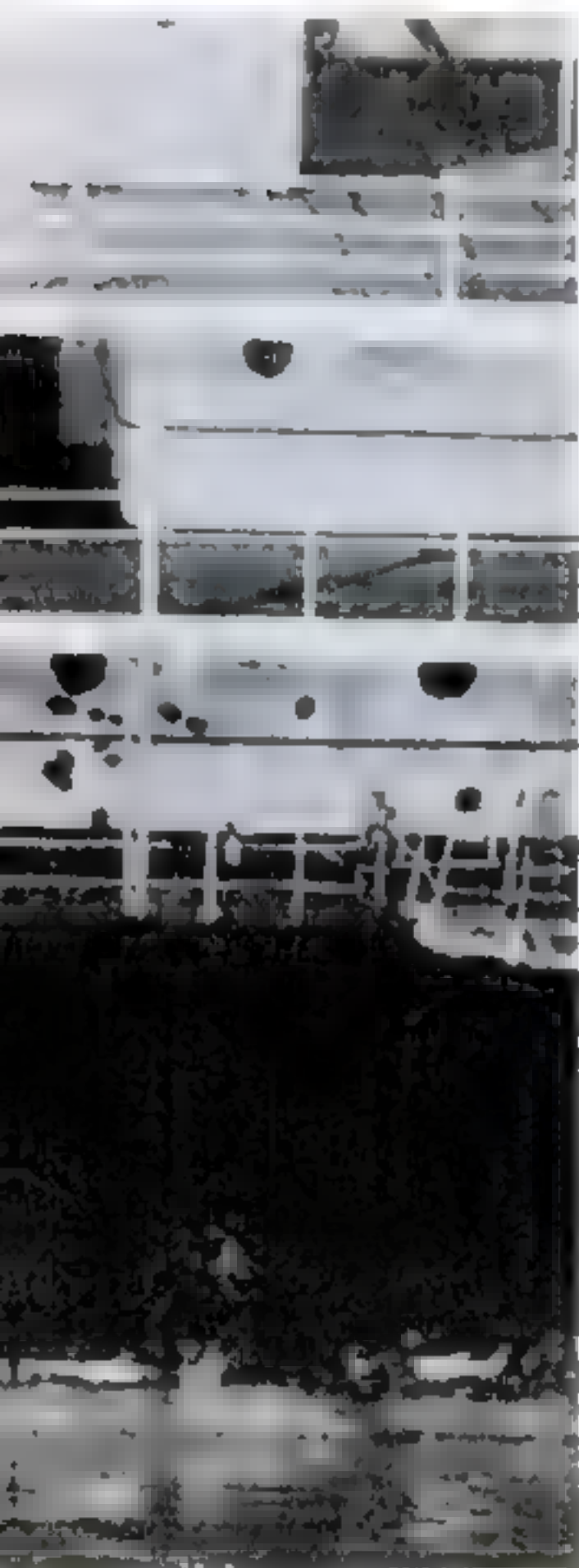
hatches secured to damper the flames, she raced for the pier. She made it. But as firemen poured water into the hold, she heeled over to starboard toward the dock (left). The crew and firemen partly righted her and poured more water





sound (760 mph) nine days before. Photographers asked him to fly along a black line parallel to their row of strobe lights. May came screaming across the field (right) 40 feet up, faster than the speed of sound—straight down the black line.

When he climbed out of the plane, photographers asked him his exact speed. May used an answer that would be handy in any traffic court: "Sorry, I can't say . . . They won't let me." In court next day he pleaded guilty, was fined \$100.



into the still-burning hull. Then, with a rumbling groan, she heeled to port. Two crewmen (center), sure she was going to capsize, jumped into the harbor, one pausing at the rail long enough to remove his shoes. The fireboat scurried away

(right), but the big ship came to rest, far over on her portside. Patiently the firemen partly righted her again, poured more water into her hold and put out the fire—after it had burned for more than seven hours and nearly gutted the ship.

THE RISE OF WESTERN GERMANY

EUROPE'S FATE RESTS UPON THE HONESTY OF OFFICIALS IN MAKING AND EXPLAINING THEIR POLICIES

People are worrying about Germany again. Four years and seven months after the unconditional surrender which was to bury German power for all time, the resurrection of German power is the foremost fact of Europe.

Consider Germany today: severed, occupied, impoverished, sick of soul and torn of body, so shackled and enfeebled that even to speak of "German power" is, on the face of things, to be absurd. Yet the U.S. and the Soviet Union are contending for the soul, the body, the power of Germany. The mere beginnings of resurrection, the first signs of sovereign vigor in the new government of West Germany are enough to alarm the whole of Western Europe. The policies of governments, the calculations of strategists and statesmen turn upon these certainties:

Who holds Germany holds Europe;
and

The shape and fate of Western Germany determine the shape and fate of Western Europe.

IT'S TIME TO END

ALL THE DOUBLE-TALK

On no other issue are clarity and simple honesty in public discussion so necessary—and so lacking.

The first and present danger is not that a revived Germany will menace Europe, but that the publics of the U.S. and all the West will not understand what their governments are doing or permitting to be done about Germany. The first task of government (and, we might add, of journalism) in the West is not to reconsider German policy, nor to change it, nor to fear it. The first task is to put an end to the official double-talk which now obscures the problem of Germany and Western policy toward Germany. Until and unless it is ended there can be no true understanding of what is involved; and without public understanding there can be no lasting and successful policy.

Is the obscurity necessary?

Let's look at a few of the many examples that might be cited.

If war starts in Europe, it will probably begin with a Red army attack upon Western Europe via Western Germany. Who in that event will fight for Western Europe in Germany? Will the Americans be there—in person, in effective numbers, fighting beyond or on the Rhine? It is useless for individual Americans to say, of course they'll be there, or to hazard that maybe another war won't be decided that way. The question persists in Europe, and the right answer would do much to iron out some of the uglier quirks in Germany, not to mention a boost to the morale of all Western Europe.

An official answer exists: **THEY WILL BE THERE.** But the answer is never given nowadays—not officially, not publicly. When the President or his principal defense executive, Secretary Johnson, are asked to give it out loud they practically fly into a panic and beg to be let off. And why?

Because, as the President and his advisers are persuaded, the American people and Congress

would get the jitters. To give the answer in public, the Europeans are told, would be "politically impossible."

Now this is preposterous rot. General Omar Bradley gave the correct answer to Congress last May, only to have the effect destroyed by later niggings and evasions, and there was no upheaval. Republican Senator Robert A. Taft, no violent internationalist, has said again and again that he is all for a clear declaration that Americans will fight for Europe in Europe against any aggressor. If he is ready for it, most of Congress surely is. Only craven timidity can account for topside reticence on this score.

REARMAMENT WILL COME;

THE QUESTION IS WHEN

A tougher question is whether to rearm the Germans. On this subject some official reticence is justified. But evasive double-talk is not justified, and this is precisely what the Western public including the public of Germany is being fed right now.

Secretary Johnson said in Frankfurt last week, "President Truman has said that the U.S. has no intention to rearm Germany. That is official U.S. policy, with no hedging and no dodging."

That is official U.S. policy, all right, and it is a very silly statement.

Why is it silly?

Sooner or later the Western Germans are going to be rearmed, or they are going to rearm themselves.

This is not speculation. It is not LIFE's arbitrary opinion. It is a predictable certainty.

The certainty does not especially derive from the proclivities of the Germans. It derives from a decision taken in May of 1948 by six Western countries (the U.S., Britain, France, Belgium, the Netherlands, Luxembourg). With the decision then taken to establish a national German government in the Western zones of occupation, any question of whether the Germans would or would not rearm became essentially academic. So did a great many other troubling questions, such as whether the great concessions recently made to the Bonn government were mistaken or not. If they were mistaken, the mistake was made 18 months ago; the only mistake to be feared a few weeks ago was that inevitable developments would be postponed so long that nobody could benefit. To be effective, any national government must have or rapidly acquire the power to govern; the plight of Western Germany, the necessities of Western Europe made the success of the new government imperative to the victors who created it; and in this disordered world the possession of arms is one of the many privileges widely held to be necessary to governments, German or non-German. All this would be so if there were no Communist threat to Germany, no conflict with the Soviet Union and no move by the Soviets to recruit their own German army. The West German government of Chancellor Adenauer has not as yet asked for arms and armies. But it or one of its successors will. And when that

day comes the victors cannot deny the request without wrecking the regime upon which their policy and the structure of Western Europe will in the meantime have come largely to rest.

Two questions about rearming remain open to useful debate: When? And in what kind of Western Europe?

Thanks in part to Columnists Joseph and Stewart Alsop, some relevant facts are available. No one worth taking seriously is proposing that the Western Germans be armed right away. What is being urged is that the civilian heads of government make up their minds right away, so that the defense potential of Western Europe can be accurately appraised. The actual arming would then be postponed to a date not determined. Field Marshal Montgomery is pressing hard for this. General Bradley is said to agree that it's bound to come. And so, according to the Alsop brothers, does none other than the No. 1 soldier of hesitant France, General de Lattre de Tassigny.

So far so good—at least the proposal can be understood, weighed, intelligently accepted or rejected. But then comes the double-talk. The impression is a-building that 1) Germans can be armed without creating a German army and a German command; and that 2) they will be securely under non-German command in a "Western European army."

For reasons previously mentioned, it would be folly to rest a policy upon these assumptions. To sell a policy to the people of the West on these assumptions would be to practice a cruel and damaging hoax. What is on the way is the re-creation of a German army under German command. Nothing else, and nothing less.

As for Germans serving in a "Western European army"—there is no such army. Nothing in the record of efforts to date to create a unified Western European defense system suggests that there will be such an army in the near future.

ONLY A TOTAL REVOLUTION

CAN MAKE GERMANY HEALTHY

Nevertheless the best hope of a tolerable and worthwhile Western Germany is the maximum unification—military, economic, political—of continental Western Europe. For only within such a community, freely governed and freely trading, can a revived Western Germany be healthily absorbed. Such a Western Europe including Germany is neither impossible nor even, in the long run, unlikely; but policy attitudes which take its achievement as a matter of course are mistaken and likely to defeat their own ends in Germany and elsewhere.

It must not be taken as a matter of course; it will never come into being if it is. In every sphere of policy Americans do well to press for it. But Americans must understand, better than they have as yet been given to understand, the enormous revolution of European life and habits involved. Nowhere in Western Europe is this more true than in Germany. There the revolution must be total.



*The Red Lion Inn, on the Bristol Pike near Philadelphia
... built 1730 and still operating*

200 Years ago ...

**FOLKS CHEERED A SOUP
THAT YOU MAY HAVE *today!***

As Campbell's make it, this old Colonial favorite
rates a welcome today for its hearty good eating

Good soup has always represented sound, substantial eating to energetic Americans. The early Colonists who cleared the wilderness ... achieved freedom ... moved westward ... founded a nation ... were nourished and fortified by a few homespun, honest dishes. Among them was chicken noodle soup.

Today Chicken Noodle Soup, as Campbell's make it, is a great favorite. At the family lunch ... the children's noon meal ... the simple, satisfying supper ... this good soup becomes the main dish—quickly ready and an instant hit.

How long is it since you've served this fine soup? That gleaming chicken broth, those golden egg noodles, the tender pieces of chicken mean it's made in the time-honored tradition. And that means it's truly hearty!



Campbell's **CHICKEN NOODLE SOUP**

NOW...Toll

*Ann Pillsbury recommends
this exciting new recipe*

FEATURING PILLSBURY'S **BEST**

QUICK-MIX METHOD

developed exclusively for

Pillsbury's **BEST**

NO CREAMING SHORTENING!

NO BEATING EGGS! ONLY ONE BOWL!

It's always big news when great leaders get together. And the latest meeting place of two acknowledged leaders is . . . a cake!

Pillsbury's and Nestle's—both famous, trusted names in hundreds of thousands of homes—now combine to bring you this excitingly novel and delicious recipe.

This is really a “different” and glamorous cake, with all the lightness and delicacy you always look for in a cake made with Pillsbury's Best . . . *plus* whole Morsels of Nestle's Semi-Sweet Chocolate scattered through and through it, for that famous Nestle's chocolate flavor.

And it's simple to make! As straightforward as making Nestle's famous Toll House Cookies, for instance. You need no special knacks or skills. You simply follow the easy Quick-Mix cake method, developed exclusively for Pillsbury's Best. (And, of course, you can expect the same wonderful results you always get with pies, cakes, cookies, rolls, everything you bake with this time-honored all-purpose flour.)

You'll like this new cake. Plan to bake it soon.



YOU BAKE
YOUR BEST WITH
Pillsbury's BEST

House RECIPE FOR cake

AND NESTLÉ'S SEMI-SWEET CHOCOLATE



RECIPE FOR Toll House cake

USING
NESTLÉ'S SEMI-SWEET CHOCOLATE
WITH
Kim Pillsbury's QUICK-MIX METHOD

BAKE at 350° F. for 30 to 40 minutes. MAKES two 8-inch layers.
All ingredients must be at room temperature.

Sift together 2 cups sifted Pillsbury's Best Enriched Flour
3 teaspoons double-acting baking powder
1 teaspoon salt
¾ cup sugar

Add ½ cup shortening
¾ cup milk
¾ cup sieved light brown sugar

Beat for 2 minutes, 300 strokes, until batter is well blended. (If electric mixer is used, beat at low to medium speed for same period of time.)

Add 2 eggs, unbeaten
1 teaspoon vanilla

Beat for 2 minutes.

Pour into two well-greased and floured 8-inch round layer cake pans, 1½ inches deep

Sprinkle 1 package Nestlé's Semi-Sweet Chocolate Morsels (reserve 2 tablespoons for frosting) over top of batter, half on each layer

Bake in moderate oven (350° F.) for 30 to 40 minutes. Cool and frost.

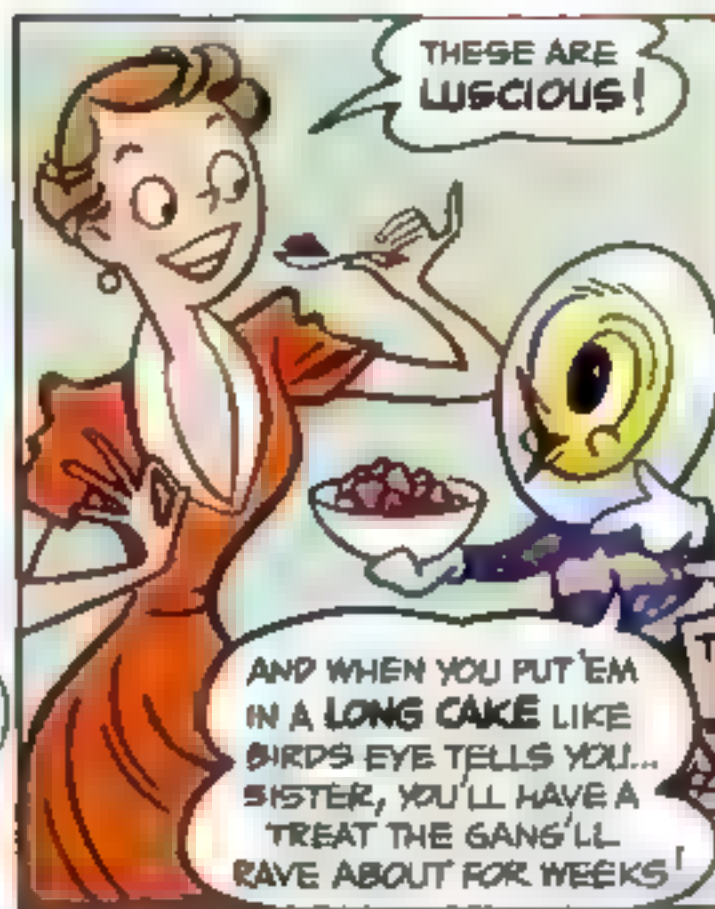
WHIPPED CREAM FROSTING Combine 2 egg whites, ¾ cup firmly packed light brown sugar, ½ cup corn syrup, 2 tablespoons water, 1 teaspoon cream of tartar and ½ teaspoon salt in top of double boiler. Cook over rapidly boiling water, beating with rotary beater until mixture stands in peaks. Remove from heat. Add 1 teaspoon vanilla, continue beating until thick enough to spread. Gently fold in 2 tablespoons Semi-Sweet Chocolate Morsels. Do not stir. Frost cooled layers.

MAKE TOLL HOUSE COOKIES, TOO!

They contain delicious Morsels of Nestlé's Semi-Sweet Chocolate that stay *whole* in baking. So easy to make, bake in 12 minutes. Recipe on the yellow cellophane package.



Merry Discovers Long Cake!



RECIPE:

FOR BIRDS EYE STRAWBERRY LONG CAKE

(Long on lusciousness... short on work)

Be... And 1/2 cup sugar...
2 1/2 cups...
1...
Add 1/2...
spoon...
and be...
a lot...

an oval shape 1 1/2 inch thick on unglazed paper on baking sheet. Band up sides with meringue. Bake in a slow oven (200 F.) 30 to 35 minutes. Cool and remove from paper.

Fill center of meringue shell with spoonfuls of vanilla ice cream and top with sliced Birds Eye Strawberries - none like em! Makes 4 servings.

YES! BIRDS EYE FOODS RETAIN NATURE'S VITAMINS AND NUTRITION! THANKS TO BIRDS EYE'S TOP-QUALITY CONTROL!



BIRDS EYE - bound to be better!

Product of General Foods

YES, MY DARLING DAUGHTER



AMBASSADOR'S DAUGHTER

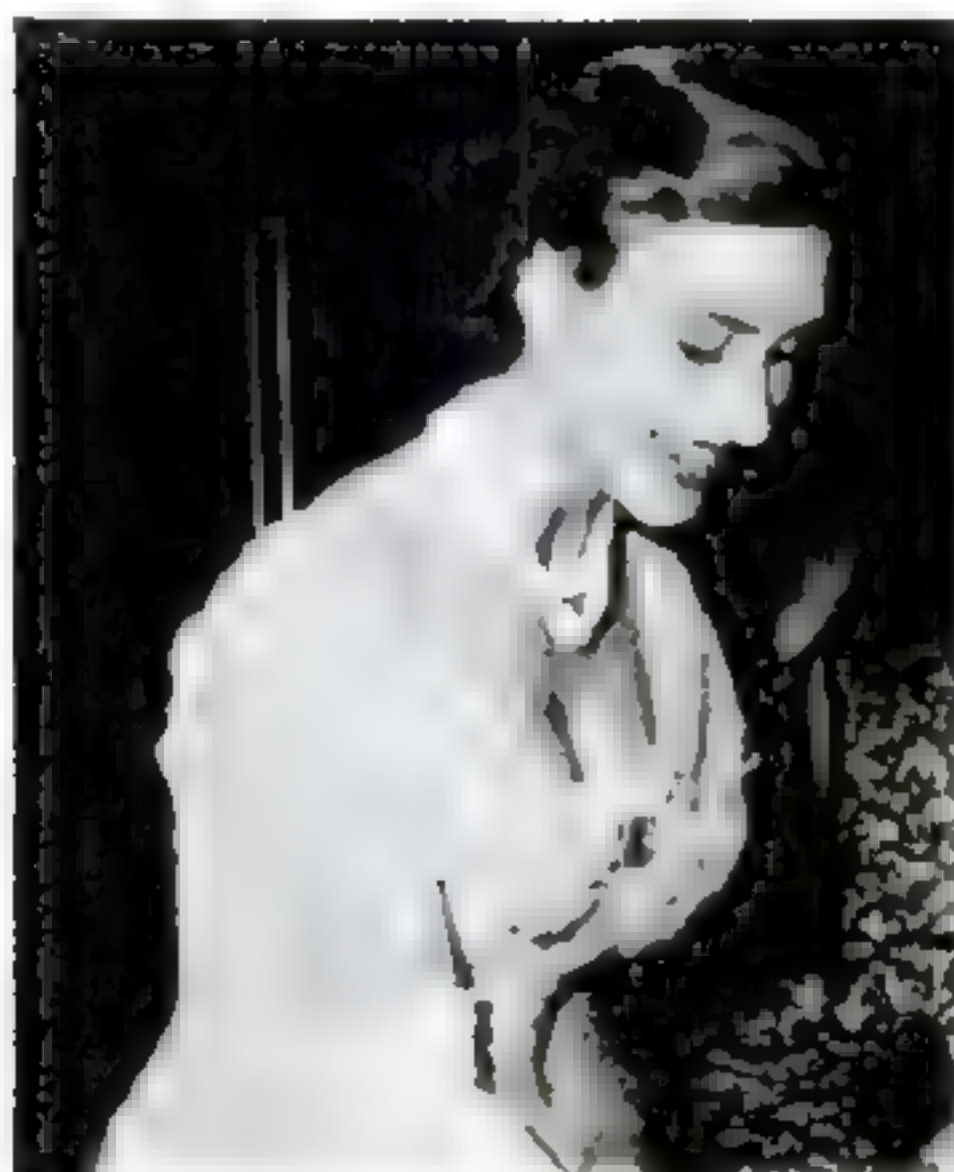
Sharman Douglas, 21-year-old daughter of the U.S. Ambassador to Britain, arrived in New York with a spare mink coat on her arm and a "certificate" for typing proficiency in her luggage. When asked about her rumored romance with the Earl of Westmorland, she said, "Oh, dear, nothing to it."



FARMER'S DAUGHTER

Virginia LeArtia Jensen, 18-year-old daughter of Arthur S. Jensen of Blair, Neb., won the title of Ideal Farmer's Daughter at Chicago's National

Farm Show. Miss Jensen's costume was made of feed bags (a contest requirement) and she received, among other prizes, a ticket to *Death of a Salesman*.



KING'S DAUGHTER

Princess Margaret, 19-year-old daughter of the King of England, has worn low-cut dresses before (above). But recently she created a bit of a stir by purchasing a Dior creation which was even lower. After a glance at it her mother sent her off to the royal dressmaker to have some changes made.



PRESIDENT'S DAUGHTER

Margaret Truman, 25-year-old daughter of the President of the U.S., gave a concert in Washington while her father "nearly tore up two programs" in parental enthusiasm. As usual the critics were less enthusiastic but conceded that the girl behind the grease paint had great poise—and courage.



A CARTOON BY DAVID LOW SHOWS BRITANNIA SCOLDING GOVERNMENT BUNGLER

SCANDAL IN PEANUTS

Britain has trouble making a nut farm of Tanganyika

The Tory press and politicians of Great Britain have been enjoying a circus with peanuts. The peanut, or groundnut as England knows it, can not only be eaten but can be used as a source of oil for margarine and soap. So in 1946 Frank Samuel of Unilever, the big British soapmaking firm, proposed that large tracts of scrub undergrowth in the African colony of Tanganyika should be cleared and put into peanuts. The socialist government seized on the idea. By adding Tanganyika peanuts to its other sources of fats and oils, the Empire would save scarce dollars now paid out to import them. Furthermore the government could carry out the project on a larger scale and with quicker results than private enterprise. The idea was good but not so easy as the government thought.

The government appointed a firm affiliated with Unilever to begin the £24 million (\$96 million) job of clearing three million acres of Tanganyika's wild lands—an area as big as Connecticut. Special machinery was designed and shipped to Africa. But Tanganyika scrub was tougher than the British had calculated and the new peanut bureaucracy less efficient. The machinery did not work as planned and much broke down under hard usage. The job went slowly. Frustrated, the government created Overseas Food Corporation to finish the job. It also cut down the area to be cleared to 600,000 acres—about the size of Rhode Island—and raised the estimated cost to £50 million—a fifth as much land for twice the price. Peanuts became a political scandal.

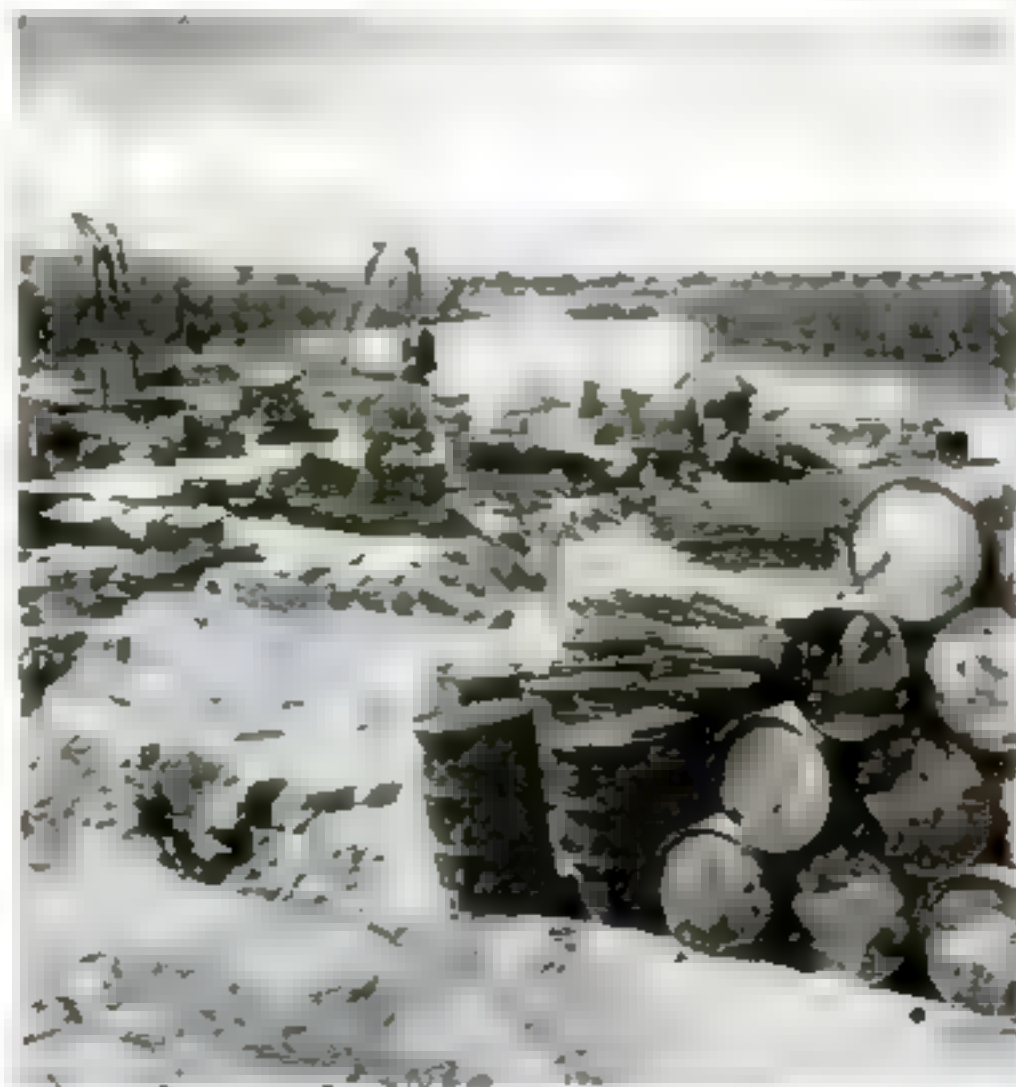
Last month the Overseas Food Corporation issued a 156-page apologia for the failure of its peanut planning. The terrors of Tanganyika's terrain had been misjudged, the bookkeeping had been improper. Nevertheless the great project would proceed on its dusty way, said the government, and there would be peanuts and oils. Conservatives demanded an inquiry, but the House of Commons, 315 to 161, voted it down. Labor did not want to be bombarded with peanuts.



TWO BRITISH BULLDOZERS SHOVE UPROOTED TREES INTO A PILE TO BE BURNED



USELESS ROAD ROLLERS lie idle and vine-covered—a planner's error of the type which made the project costly.



RIVER PORT at Mkwya, where machines and fuel are unloaded, became a great, sad jumble of barrels, equipment.



ROOT RAKE is bent and useless after brief service. Failure to test tools on African soil proved expensive.



AS THE LABOR GOVERNMENT CLEARS AFRICAN BUSH FOR PEANUT FARMING



SACKED PEANUTS, some of the 1949 crop of 2,000 tons, await shipment to oil-pressing plants. Machines in background are sorting and grading nuts.

CONTINUED ON NEXT PAGE

REWARD YOUR PAL WITH THIS TASTY "COMPLETE DINNER" FOOD!



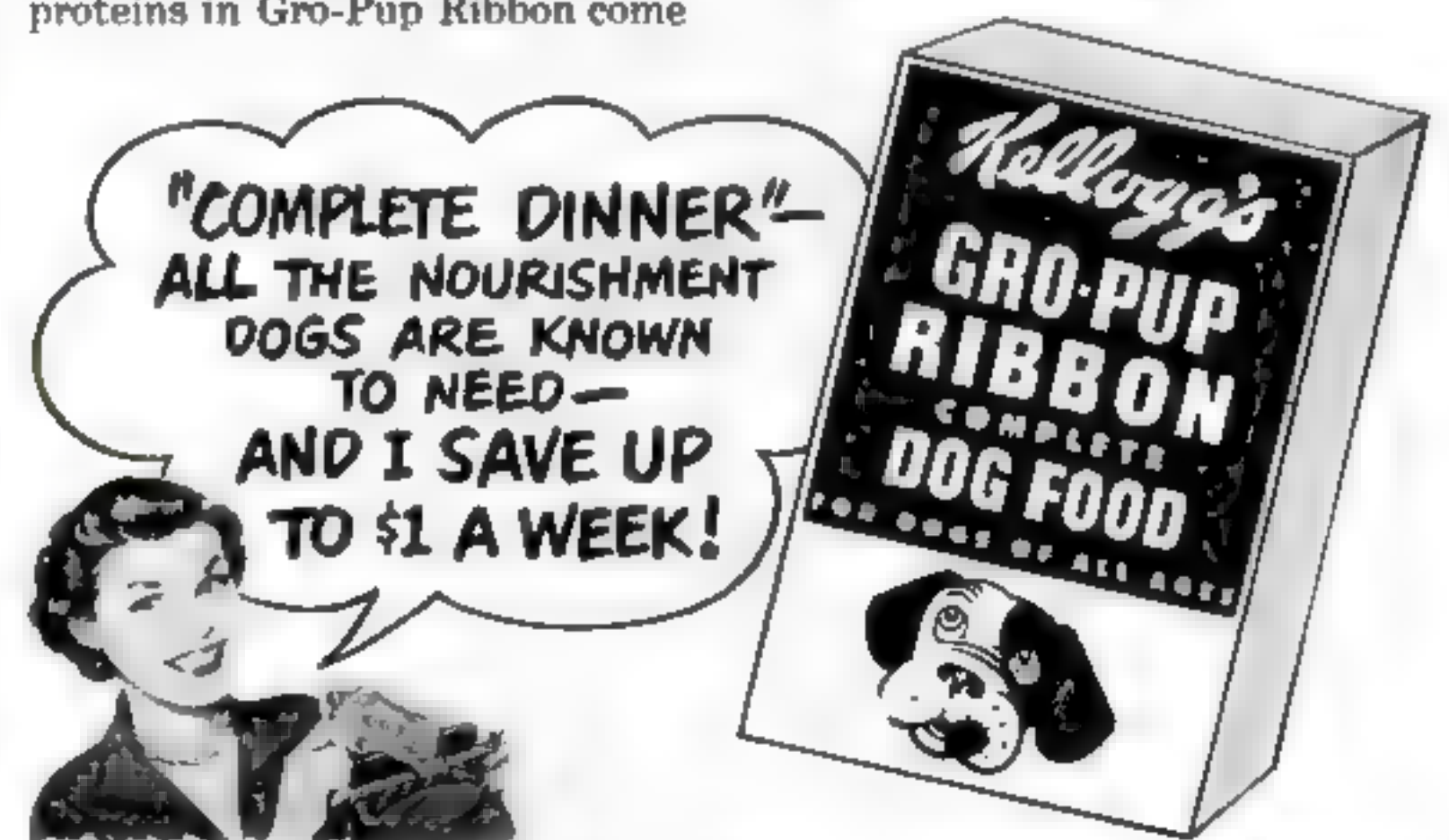
NOW!—GRO-PUP RIBBON SUPPLIES MORE VITAMINS AND MINERALS THAN TENDERLOIN STEAK!

TREAT your dog to "complete dinner" Gro-Pup. The food that supplies every known nutritional need—for health!... for vitality! Your dog needs no other food when you feed this crisp, satisfying dinner (no matter what his age, size or breed)!

NATURALLY SAVORY because the proteins in Gro-Pup Ribbon come

from meat meal, also skim milk, fish, soya, and cereals!

SAVINGS, TOO! Feeding Gro-Pup Ribbon to a family pet like the Cocker costs about 9¢ a day. You save up to 40% over most canned dog foods. Start your dog on Gro-Pup's tasty, nourishing "complete dinner" today.



BIGGEST BOX ON THE SHELF... ONLY RIBBON-TYPE DOG FOOD MADE... A SCIENTIFIC *Kellogg* PRODUCT

CHECK "family" colds at the CONTAGION point (the bathroom)

The unsanitary bathroom tumbler, that everybody uses, is the culprit. Seldom thoroughly washed, it carries germs from mouth to mouth, spreading one member's cold through the entire family.

Here's the convenient, sure way of blocking the contagion. Install these bathroom-size Dixie Cups—and there's always a fresh, clean cup for each person. Inexpensive and attractive, this new health protection service in your bathroom will more than pay for itself in less illness.

It's the modern bathroom convenience that all will appreciate—especially your guests.

Inexpensive, too!

Dixies are economical to use. Sealed boxes, containing 60 Dixie Cups (bathroom size) usually sell for 26 cents.



IN YOUR BATHROOM

- Always a clean inviting Dixie Cup within reach!
- Stops spread of colds and mouth-borne diseases!
- Ideal for taking pills, mixing medicines, rinsing mouth!
- Can't break—no more danger from broken glass!
- Guests will appreciate your thoughtfulness!

IN YOUR KITCHEN

- So handy when children rush in for drinks!
- Helps keep other's sickness from striking your home!
- Perfect for between-meal snacks!
- Saves dishwashing—no clutter of glasses at your sink!
- Pays for itself in doctor's bills saved!

NOW ON SALE at leading Department Stores
Grocery Stores • Drug Stores • Chain Stores
Hardware Stores • Gift Shops

26¢
BOX OF 60
REFILLS



If your dealer cannot supply you, USE THIS COUPON
DIXIE CUP COMPANY, EASTON, PA.

I enclose {Check Money Order} for \$1.89 for combination
package of Wall Holder and 120 Bathroom
size Dixie Cups.

NAME _____

ADDRESS _____

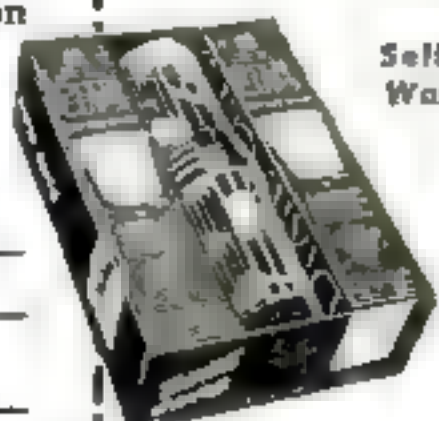
CITY _____ STATE _____

Name and Address of Dealer from
whom I would like to buy my refills _____

Combination Offer

2 boxes of Dixie
Cups (120 Cups)
AND
Self-Dispensing
Wall Holder

\$1.89



HEALTH PROTECTION FOR LESS THAN 1 CENT A DAY!

Peanuts CONTINUED



WOMEN GLEANERS, their own crops ruined by drought, walked 14 miles to gather peanuts missed by inefficient machine harvesters and hired hands.



SWAHILI IS TAUGHT to children of the white staff by a native African instructor at the European school of Kongwa. They drive many miles to school.



AFTERNOON TEA is very welcome to a forward land-clearing crew, still stripped to the waist after the hot, rugged work of destroying acres of jungle.

LUCKIES PAY MORE

to give you a finer cigarette!

Yes, at tobacco auctions Lucky Strike pays millions of dollars more than official parity prices for fine tobacco!

There's no finer cigarette in the world today than Lucky Strike! To bring you this finer cigarette, the makers of Lucky Strike go after fine, light, naturally mild tobacco—and pay millions of dollars more than official parity prices to get it! Buy a carton of Luckies today. See for yourself how much finer and smoother Luckies really are—how much *more* real deep-down smoking enjoyment they give you. Yes, smoke a Lucky! It's a finer, milder, more enjoyable cigarette!

THOMAS A. JONES of Mt. Airy, N. C., independent tobacco auctioneer, says: "At market after market, I've seen the makers of Luckies buy fine, ripe cigarette tobacco that makes a smooth, mild smoke. I've smoked Luckies myself for 15 years." Here's more evidence that Luckies are a finer cigarette.



CIGARETTES

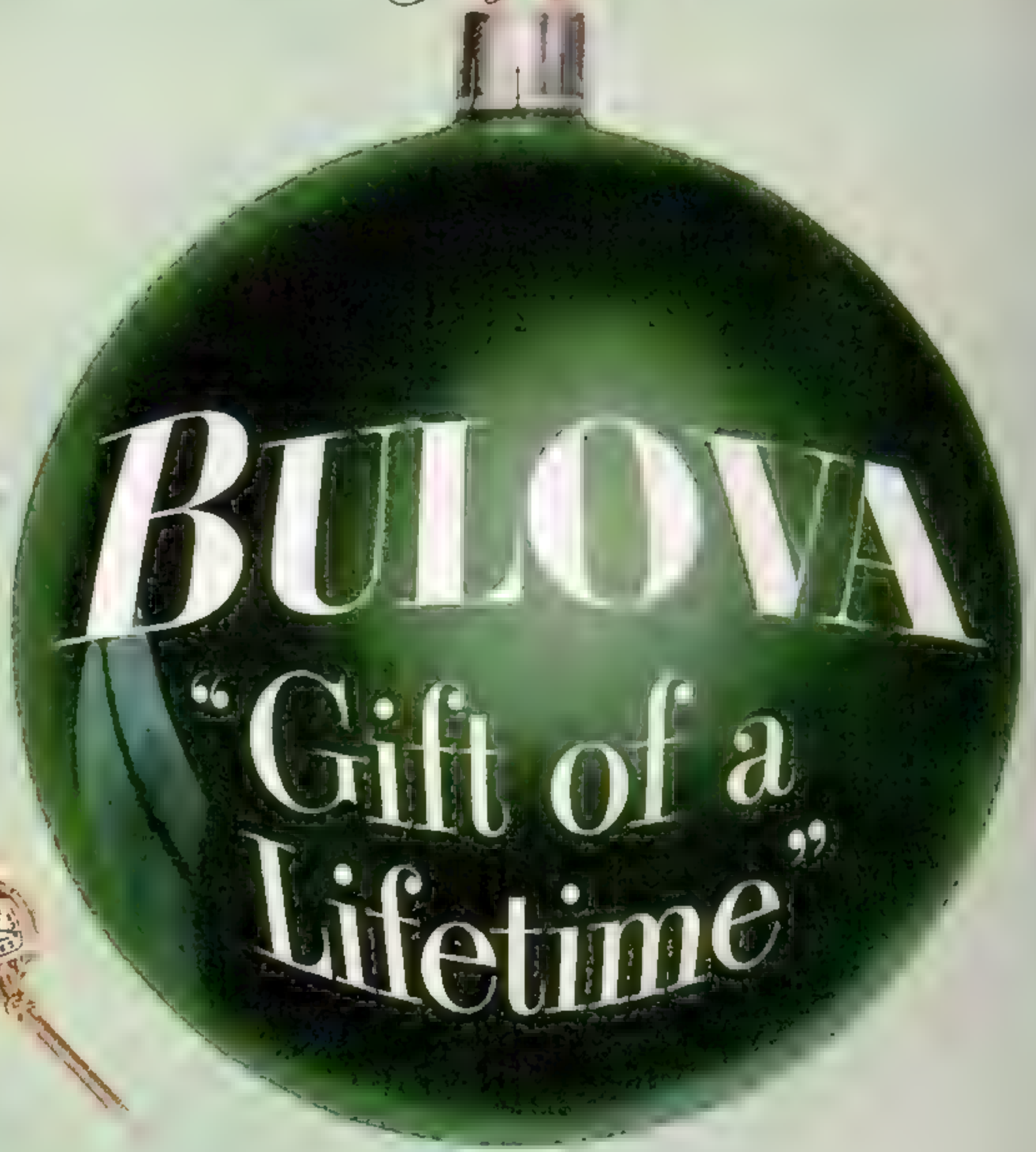
L.S./M.F.T.

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed—so free and easy on the draw

COPR. © THE AMERICAN TOBACCO COMPANY

No other Christmas Gift so Endears—



HER
EXCELLENCY '88
21 jewels
\$49.50

HIS
EXCELLENCY 'XX'
21 jewels
\$49.50

LADY EXCELLENCY 'UU'
21 jewels, 14 kt. gold
2 d. amonds
\$125.00

HER
EXCELLENCY 'II'
21 jewels
\$57.50

HIS
EXCELLENCY 'MM'
21 jewels
\$71.50

BULOVA
Excellency

There is no gift quite so exciting as a Bulova watch. For here is sparkling beauty, unsurpassed smartness and styling. And here, too, is the *priceless* superiority of Bulova accuracy and dependability. Truly — America's *finest*, America's *favorite*.
Priced from \$24.75 to \$2,500.

HIS
EXCELLENCY 'GG'
21 jewels
\$62.50

BULOVA

and Endures—



RONA
\$24.75



MISS LIBERTY
17 jewels
\$29.75



BEVERLY
17 jewels
Expansion bracelet
\$55.00



CAROL
17 jewels
4 diamonds
\$71.50
With genuine rubies, \$59.50



PAULINE
17 jewels
14 kt. gold
4 diamonds
\$175.00



MISS AMERICA
17 jewels
\$33.75

DIRECTOR
15 jewels
Expansion band
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hundred Christmases—the perfect Kentucky bourbon
for a man's best friends—including himself*





ON WEDDING NIGHT SACHA GUITRY AND HIS FIFTH BRIDE, ECATERINA MARCONI, ARRIVE AT PARIS NIGHTCLUB TO CELEBRATE BY DANCING ALMOST UNTIL DAWN

LOVE MARCHES ON

At 64, France's ever-ardent Sacha takes his fifth bride, who is 26

In Paris, where love is quite a lot, if not everything, elegant Sacha Guitry is a notably distinguished man. A matinee idol for nearly half a century, he has not only portrayed many of literature's classic lovers but also, as a playwright, has written himself romantic leads in dozens of sigh-drenched plays. France regards him as honestly ardent because he has carried love beyond the theater by marrying his leading ladies on an average of once

each decade since 1907. He did it again last week. At the age of 64 he took pretty Ecaterina ("Lana") Marconi, 26, as the fifth Madame Guitry in a civil ceremony and then in a Greek Orthodox Church. Friends who danced with them that night (above) hoped for a durable marriage, but they remembered his second wife, whom he called "my sweetest cabbage," gave him up because of his perfection as a husband: his devotion became intolerable.



NO. 1 was Actress Charlotte Lysès, whom Guitry married in 1907. During war she aided Nazis, was jailed.



NO. 2 was Sacha's co-star Yvonne Printemps, his bride of 1919. Divorce followed "reciprocal adultery."



NO. 3 was leading lady Jacqueline Delubac, 25 when wed in 1935. She married Leslie Hore-Belisha in 1940.



NO. 4 was stage-struck debutante Geneviève de Sèzeville, 18. This 1939 marriage lasted until 1947.



DUBINSKY'S GLAD-HANDING was hit of a party. Here he cement relations with Korea's Chun Chin Han.



DUBINSKY'S OLD FRIEND, A.F. of L.'s Matthew Woll (right), joins him with Italy's smiling Giulio Pastore.



DUBINSKY'S NEW FRIEND, Malaya's Narayanan (left), visits with him and British leader Herbert Morrison.

ANTI-COMMUNIST WORKERS OF THE WORLD UNITE

Labor delegates from 40 countries convene in London, form organization to combat Red-dominated W.F.T.U.

In London last week labor leaders gathered to found a world federation for the labor unions of democratic countries. The American Federation of Labor participated for the first time. So did the U.S. Congress of Industrial Organizations, the British Trades Union Congress and the Dutch Federation of Labor, all of which earlier had quit the pro-Soviet World Federation of Trade Unions. The delegates in London represented 40 million workers of 40 nations. The U.S. sent a delegation of 21 to London—10 each from the A.F. of L. and the C.I.O., along with one lonesome representative of John L. Lewis' independent United Mine Workers. The U.S. delegation with its three advisers dominated the conference in size (it was more than twice as large as any other), in its sartorial

elegance (bright neckties) and in diplomacy. To be sure Mike Quill, the belligerent boss of New York's C.I.O. transport workers, did arouse the displeasure of British union leaders by one blundering speech in his best Irish brogue, in which he attacked Northern Ireland as a British "slave state." But the C.I.O.'s peppery Walter Reuther smoothed over the meeting's principal controversy by proposing a neat compromise admitting Europe's Catholic trade union organizations to membership, a step which had been opposed by socialist delegates. And a Reuther pal, the A.F. of L.'s jovial, barrel-shaped David Dubinsky, proved the best ambassador for U.S. labor. Dubinsky slapped backs (*above*) and spread good fellowship like a walking delegate at a 1900 A.F. of L. convention.



POLISH DELEGATE, A. Skrodzki, represented "unions in exile." Iron Curtain nations ignored conference.



FRENCH DELEGATE, veteran leader Gaston Tessier, makes a successful plea for Europe's Catholic trade unions.



HOSTS, British miners' boss Will Lawther (center) and Arthur Deakin (left), greet the C.I.O.'s Allen Haywood.

DELEGATES OF U.S. LABOR SIT TOGETHER IN LONDON CONFERENCE HALL →



FROM THE
C.I.O.

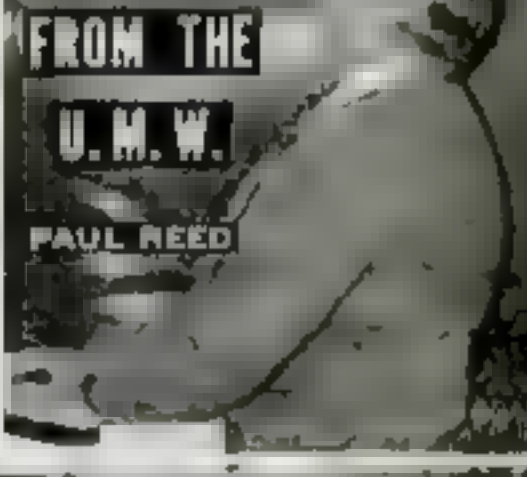


FROM THE
A.F. OF L.



FROM THE
U.M.W.

PAUL REED



WALTER REUTHER



DAVID DUBINSKY



ALLEN HAYWOOD

MICHAEL QUILL



MATTHEW WOLL

GEORGE MEANY

WILLIAM GREEN





FRIENDS OF SHOW BUSINESS DAYS SAY GOODBYE LEFT TO RIGHT, WILLY ELLENORF, WHO USED TO SELL HIM "VARIETY," THE BARTONS ("TOBACCO ROAD"), JIM FARLEY



ROBINSON'S FEET tap easily across stage.

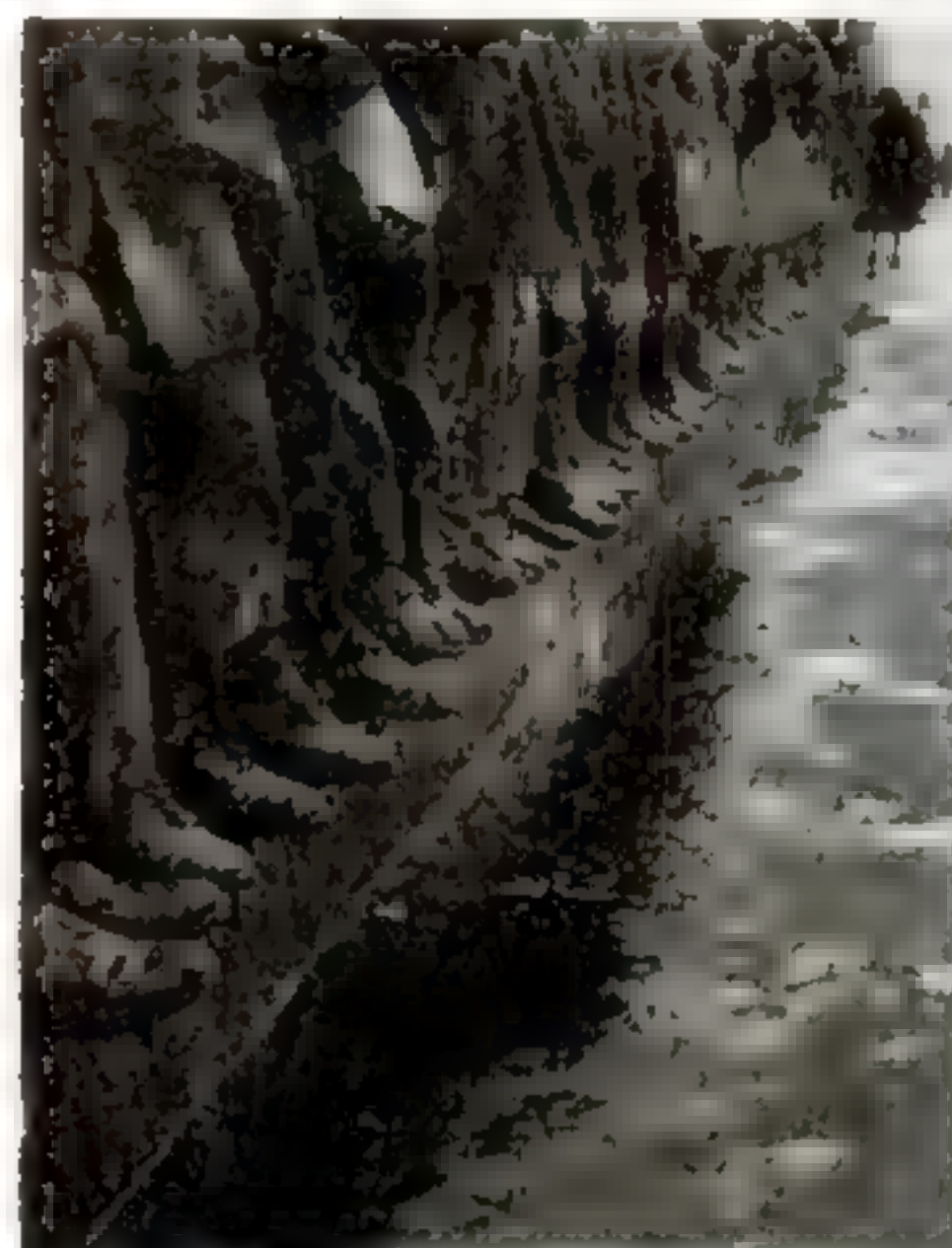
GOODBY TO BOJANGLES

Forty-five thousand file by casket of Bill Robinson

Nearly everyone in the U.S. fondly recalled some personal memory of Bill ("Bojangles") Robinson. At some time during his 71 years he touched every heart. Grandson of a slave, he ran away from his Richmond, Va. home at 8, danced for pennies in saloons, worked as a stableboy, traveled in a vaudeville show. He hit the bigtime at Broadway's Palace, then in the movies. His style of skip-tapping across the stage and up and down a flight of stairs became the most imitated dance routine in show business. Few moviegoers would forget him teaching Shirley Temple to dance in *The Little Colonel* ("Now, honey, all you gotta do is listen with your feet").

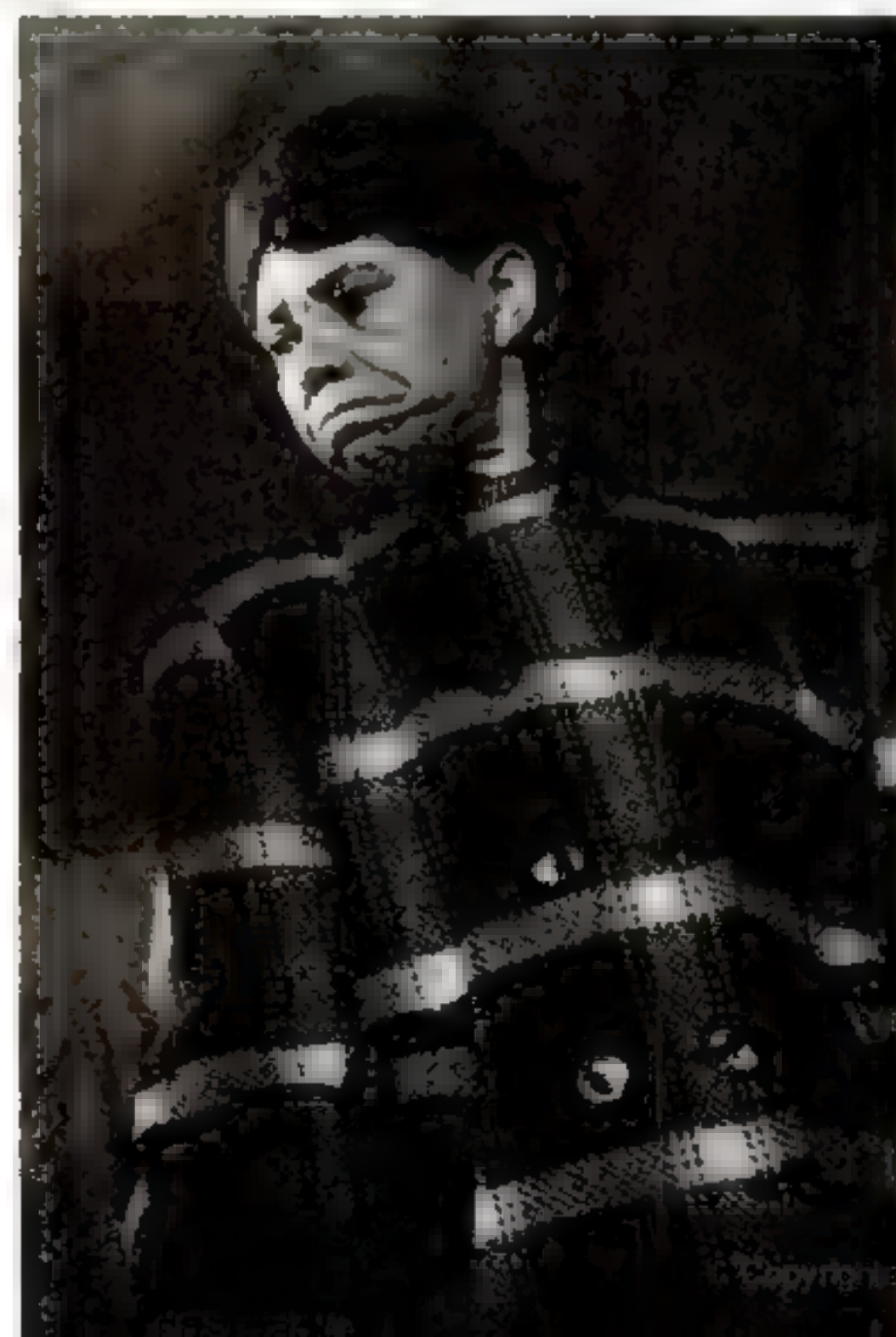
But he became much more than a dancer. To the friends who flocked about him he was a counselor and helper, especially to someone in need. He gave most of his millions away, and when he died of heart trouble he was nearly broke. To others he was a spokesman for his race, a spokesman who carefully steered clear of ideologies.

When he lay in state 45,000 people stood in line to file by his casket. His long funeral cortege was watched by the biggest New York crowd that had ever turned out for such an occasion. And as his hearse rolled through Times Square, the hush was broken by a band playing *Give My Regards to Broadway*.



HIS FRIENDS' FEET line the curb as casket leaves Baptist church. More than a million watched funeral.

PAUSING FOR A MOMENT BEFORE CASKET, ONE MAN BREAKS DOWN (LEFT), A FELLOW ELK GIVES BILL ROBINSON A SAD PARTING SALUTE AND A WOMAN CHOKES UP



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and Long Wear*



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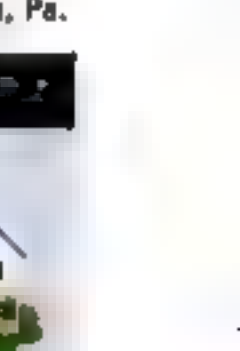
That's why the makers of Samsonite specified Firestone Velon for their famous luggage. That's why your favorite department store or luggage shop will be proud to show you a choice assortment of this exciting luggage—so amazingly inexpensive you'll be able to afford two pieces at the price you'd expect to pay for one.

This tag is your Assurance
of first quality material

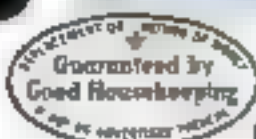


*Trade Mark
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Other uses of Velon Covering



Other forms of Velon



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THE SCOPE OF ABCC'S INVESTIGATION INTO RADIATION EFFECTS IS REFLECTED IN MASS MEETING OF MIDWIVES, WHO DELIVER 95% OF HIROSHIMA'S BABIES

THE A-BOMB'S CHILDREN

STUDY OF HALF A MILLION JAPANESE REVEALS THE FIRST DELAYED EFFECTS OF ATOMIC RADIATION

Monday, Aug. 6, 1945 was a day of rest for the people who worked in Hiroshima's Nihon-Seikem bullet factory. Fifteen-year-old Hatsue Kimura and her friends Noriko Saito and Keiko Abe had met at 8 o'clock sharp for a day's outing. They were dressed in the black pantaloons of wartime Japan and wore across their chests the broad canvas strap of the standard first-aid bag. The three girls managed by concerted shoving to board an overloaded streetcar. They stood beside the motorman as the hot, smelly trolley swayed down the city's main street. It was making good time, and most of the passengers were straining forward toward the open windows to catch the cooling breeze. They were now 850 meters from a point in history. It was 8:15 a.m.

The flash and blast that struck them came together. Hatsue remembers it as brilliant green and red. She remembers also that the streetcar was smashed backward, that the floor was a mass of terrified, crying people and that blood covered everyone. She lost consciousness.

When she recovered she crawled over the piled-up bodies to the rear of the streetcar. Here she found Noriko and Keiko. All three of the girls were badly burned on the face and neck, and their skin hung down in flaps. But Noriko was so seriously injured that she could not stand alone. Supporting Noriko between them, Hatsue and Keiko painfully made their way to the top of nearby Futatabaya hill. There all three girls suddenly became sick and vomited violently. They struggled on. At the village of Nukushima, where they found a first-aid station set up in a schoolhouse, they collapsed. On the second day Keiko's mother and father found her and took her away. On the third day Hatsue went on alone to join her relatives in the country. On the fourth day Noriko died.

Hatsue's violent sickness ended on the third day, but her appetite did not return. Two weeks later her gums became bloody, and in two more weeks she was completely bald. For four months she was too weak to get out of bed. But by March her burns had healed completely, her hair had grown back and she was strong again. She had recovered.

Hatsue slipped back into the life that was springing up anew in Hiroshima. Her health was good, though her vision seemed poorer than it had been. In February of 1949 she got a job in the cafeteria of an American agency called the Atomic Bomb Casualty Commission, which had been set up by the U.S.

government to find out just what the American bomb had done to its Japanese victims. It was here, suddenly and quite unexpectedly, that Hatsue became a major figure in the history of atomic warfare. One day this September, as the scientists were having lunch, a waitress brought Hatsue in from the kitchen. "This girl was badly burned in the bombing," she said, "and now she can't see so good." A doctor in the group examined her with a pocket ophthalmoscope—and made the most important discovery in Hiroshima's postbomb history. One after another the men looked into Hatsue's eyes and saw there the black pattern of a radiation cataract. Years after her apparently complete recovery Hatsue Kimura was going blind—the first survivor of the atomic bomb to show positive evidence of its terrible delayed effects.

How many more such victims will appear? To find the answer to this vital question, ABCC has begun what may become the greatest program of medical research ever set up for the study of a selected group. The subjects of this study are half a million human beings. Never before have so many faced so broad and searching an investigation.



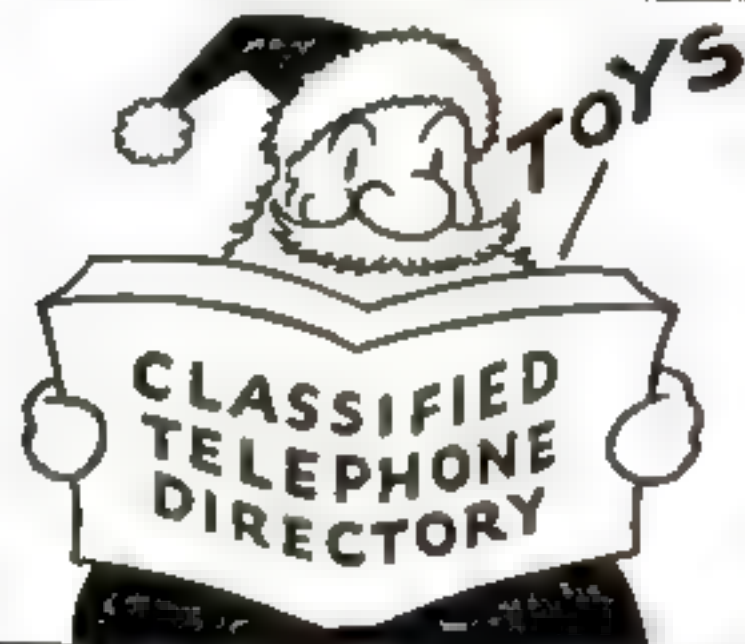
HATSUE'S EYES are examined by ABCC doctors. Cataracts are inside eyes, stretch across back of lenses.

LOOKING
for SOMETHING
?

DECEMBER
22



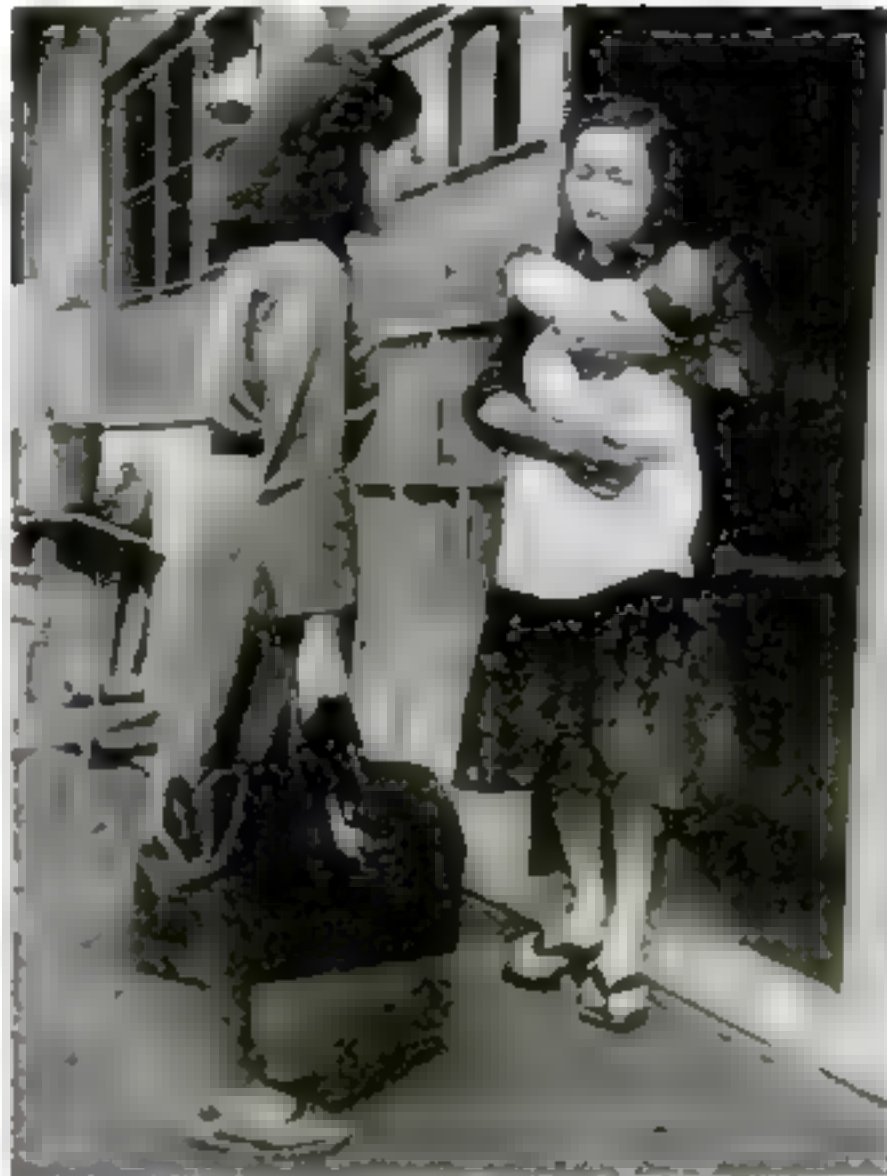
DECEMBER
23



MERRY CHRISTMAS, FOLKS!



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you need—use the
YELLOW PAGES
OF YOUR TELEPHONE DIRECTORY



ABCC'S STUDY must cover all the survivors and their children. Here a nurse checks a month-old baby.

THREE CITIES ARE ABCC'S LAB

Before the full destructive power of the atomic bomb can be estimated, it will be necessary to know what kinds of abnormalities it can cause and how long these aberrations can remain concealed in seemingly healthy people. Only by patient examination of vast numbers of human subjects can ABCC's scientists obtain this knowledge. Even now, in its earliest phases, the program involves the study of 246,134 Japanese in Hiroshima, 221,914 in Nagasaki and 188,949 more in Kure, an undamaged city whose residents will serve as a normal control group.

A permanent organization, set up in 1947 and financed by the Atomic Energy Commission, ABCC is staffed by 550 Americans, Australians, Chinese and Japanese recruited from universities all over the world. Its members are able young scientists devoted, as young scientists usually are, to the challenging program they have launched. But the driving force behind ABCC's efforts is more than scientific devotion: it is a sense of fear—fear of what the bomb's radiation has done up to now and may yet do. Until ABCC began its study, this fear was based on laboratory experiments on lower animals—mostly fruit flies. Scientists had learned a good deal from these experiments about the strange and fearful changes that radiation could cause in animal life: sterility, stunted growth, malignancies and, worst of all, genetic mutations—the monstrous or freakish progeny born of irradiated parents and their descendants. But men are not fruit flies, and no one knew whether they would react in the same manner. Until the bombs fell on Hiroshima and Nagasaki, there was no way of finding out. But now, in the two blasted Japanese cities, ABCC has a sufficient number of human subjects for a scientific study of what the bombs did to the bodies of their victims (page 62) and what they will do to generations yet unborn (p. 65).



ABCC'S DIRECTOR is Lieut. Colonel Carl F. Tessmer, a brilliant young pathologist. In background is island to which many injured fled after bombing.

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JUMPY
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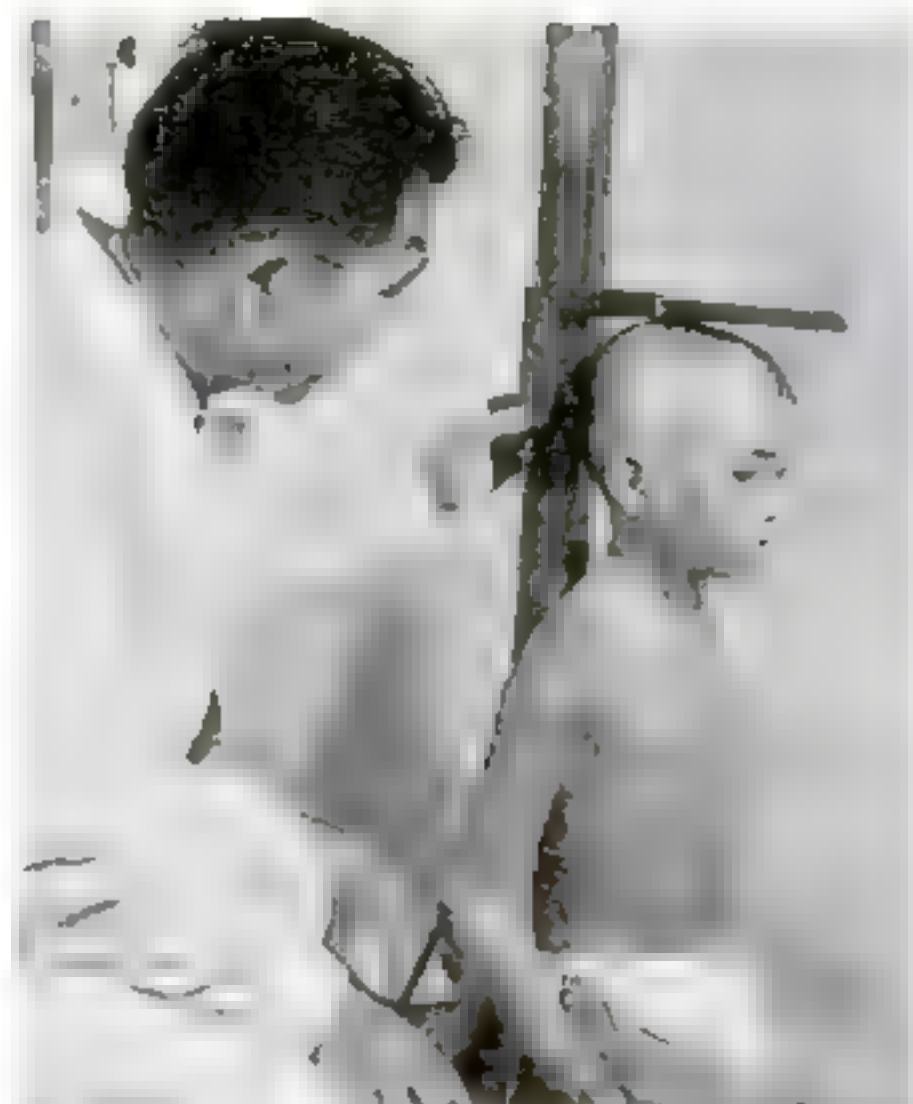
*Roma has in its cellars more fine wine
than any other vintner in the world...
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mellow best of this great reserve.*



So...ask for
ROMA WINE
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AMERICA'S LARGEST SELLING WINE

© 1949 Roma Wine Co., Fresno, Calif.

A-Bomb's Children CONTINUED



FLASH-BURNED BOY is measured by pediatrician. Growth of such children is checked regularly.

BOMB'S TOLL STILL MOUNTS

Soon after the bombs fell on Japan, the press carried grisly predictions of what the Allies would discover when they entered the country to survey the damage. The first was that they would find a great many dead, a prediction which was fully borne out. But there were others: that the cities would be uninhabitable for 75 years, that survivors would be sterile, that the children would be stunted, that the genes of the exposed population would be affected, that cancer and blood disease would increase, and that there would be delayed effects of radiation. But four years later (until the discovery of Hatsue Kimura) none of these predictions had been substantiated, and the first two had been proved false. Many people reached the premature conclusion that the radiation effects of the bombs were not, after all, very serious. Yet the very presence of ABCC in Japan suggests that the scientists themselves believe that there is a great deal still to be learned about this crucially important subject. And now, with the discovery of radiation cataracts in Hatsue's eyes (and more recently in the eyes of a dozen others, including her friend Keiko), there can be no doubt that the bomb does have delayed effects.

ABCC is searching for such effects among all the irradiated survivors of Hiroshima and Nagasaki, particularly as regards blood disease, cancer and genetic damage. To date no significant increase in abnormalities has been noted in any of these fields. However it is still much too early to assume that there will never be any increase. Says Lieut. Colonel Tessmer, director of ABCC, "We have been in a world of unknowns ever since we dropped the two bombs on Japan. Years of research in the two bombed cities may help to lead us out of this darkness. No one today can predict with any scientific basis the long-term effects of these bombs on survivors. As a matter of fact we know so little that we cannot deny with any certainty that those who live in Hiroshima and Nagasaki today may not have in their bodies enough plutonium and other A-bomb by-products to destroy them in 15 or 30 years."



HIROSHIMA'S CHILDREN patiently wait their turn for a complete and detailed physical examination in ABCC's temporary laboratory and clinic.

CONTINUED ON PAGE 25



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WONDERFUL WEAR
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FROM THE VERY NARROW
NYLON RIB TO THE THICK
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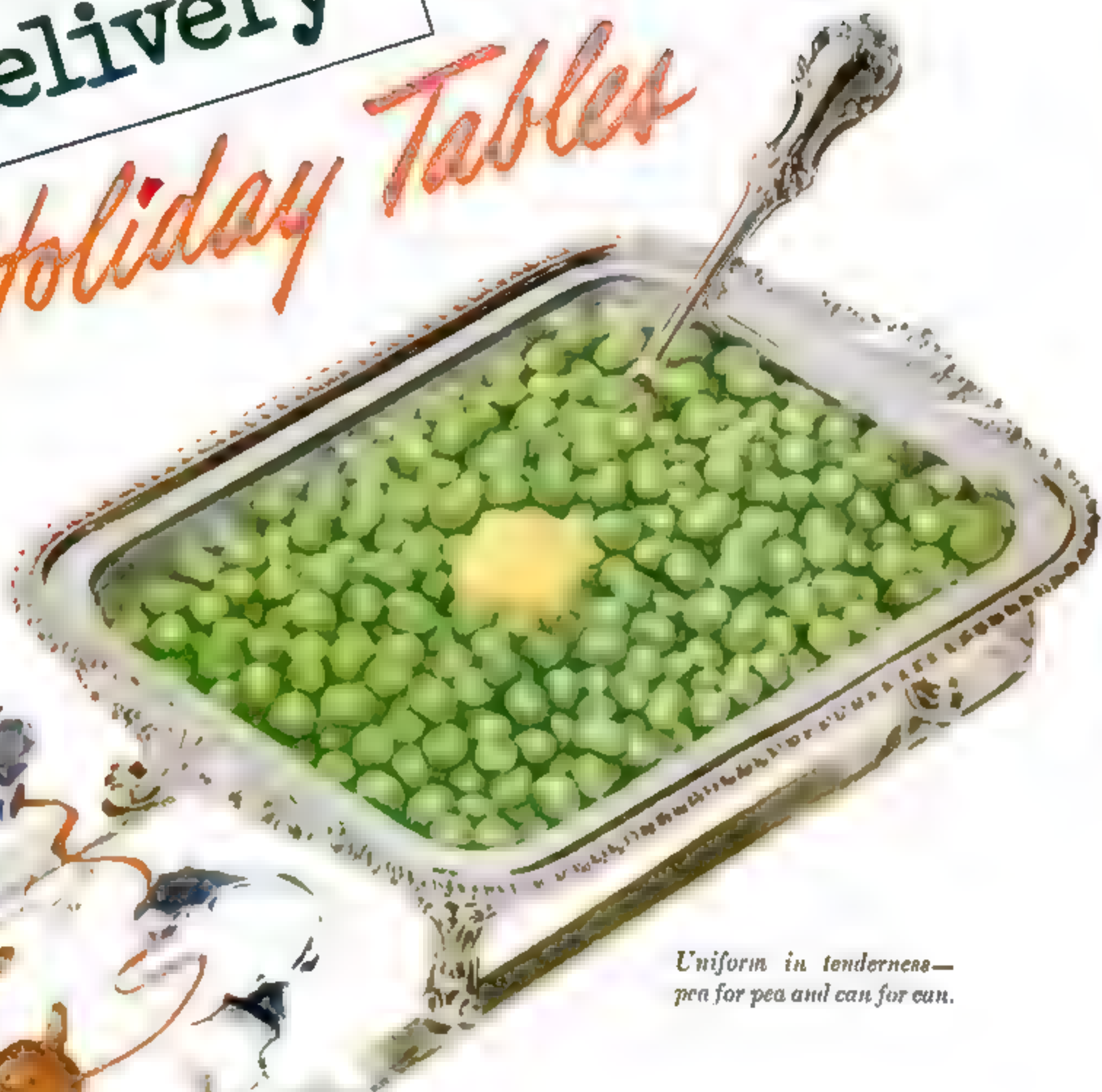
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Your Christmas dinner was on the Green Giant's mind 'way last spring. Special seed was planted in special soil. When each pod reached its "fleeting moment of perfect flavor"—whether midnight or dawn—these wonderful peas were picked and packed within three short hours, dewy-fresh. The Green Giant will see his reward in your face when you sit down to glorious peas like these.



Listen to the Fred Waring Show Saturday mornings on NBC for the Green Giant.

Green Giant Peas

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Minnesota Valley Canning Company, headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario. Also packers of Niblets Brand whole kernel corn.

"Green Giant" and "Niblets" Brands Reg. U. S. Pat. Off. ©MVC Co.



PREGNANT WOMAN describes her location when bomb exploded as ABCC worker plots position on map of Hiroshima.

WILL BOMB AFFECT HEREDITY?

The A-bomb is like no other weapon: its toll in human destruction is not limited to the men and women who are shattered, scorched and poisoned by its blast, but may be carried down through successive generations to bring death and disfigurement to the descendants of the survivors. The study of the genetic effects of atomic radiation is the study of the A-bomb's children and its children's children. It is the most important and difficult of ABCC's tasks.

The first step in this herculean project was to examine and record every child born after the explosions in Hiroshima and Nagasaki and, for purposes of comparison, in the unbombed city of Kure. This meant that every pregnancy in the three cities had to be discovered. Fortunately for the investigators, pregnant women were required by Japanese law to report for extra rations from their fourth month on. The ABCC set up its clerks alongside the Japanese officials, interviewed every woman who came in and found out exactly where she was at the time of the explosion (above). To be sure that their files were complete, the scientists conferred regularly with the midwives (who deliver 95% of Japanese babies), hoping to learn of unreported pregnancies or of abnormal births concealed out of shame.

The geneticists of ABCC know that the A-bomb's radiation can produce mutations. What they do not know—what no one can know for a great many years—is the number and kinds of mutations it can produce in humans. For one thing, most of the Japanese who received sufficient radiation to affect their genes died of their injuries. For another, many genetic changes cannot be observed; they are recessive and may not appear for three or four generations. And even if the bombs increased as much as tenfold the natural incidence of mutations, there would still be only one in several thousand—an increase almost too small to be noted, but a serious threat to the human race.

There are few facts as yet about the bomb's genetic consequences, but there are probabilities. The most frightening of these is that there are consequences, endless and uncontrollable, which will plague forever descendants of the people who survived the first atomic attacks.



HEALTHY BABY is examined by American and Japanese doctors. To date no figures on incidence of abnormalities in post-bomb babies have been released.

ED. KAY HARRY ME MARY DICK

DINNER PARTY ON A BUDGET!

BEEF STEW
(INEXPENSIVE)
+
Burgundy*
wine
(JUST COOL AND SERVE)

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Burgundy makes
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*Try California Burgundy wine...
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never tasted
Candy
like this!

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No wonder "Turtles" are famous from coast

to coast. The creamiest of creamy caramel,

the richest of rich milk chocolate and

luscious pecan halves...there's no candy

quite like the one and only "Turtles."

Look for the candy counter that features "Turtles." ALWAYS A SIGN OF GOOD TASTE!



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Young Minnesota Couple Celebrates a "Diamond" Jubilee!



MEET BILL BECKMAN of Brainerd, Minn. He's just won a nationwide Diamond Match cartoon contest. Bill's 27 and a go-getting, order-taking salesman for Nash-Finch, large food wholesalers.



MEET BILL'S BRAINCHILD! It won the cartoon contest. Best of all the entries which poured in from every state in the union! Bill sure knows a good match when he sees one.



PROOF? Meet Bill's pretty young wife, Marcella—26. Bill married her just before he went overseas in January '44. Bill wrote her every day from India. Wouldn't you?



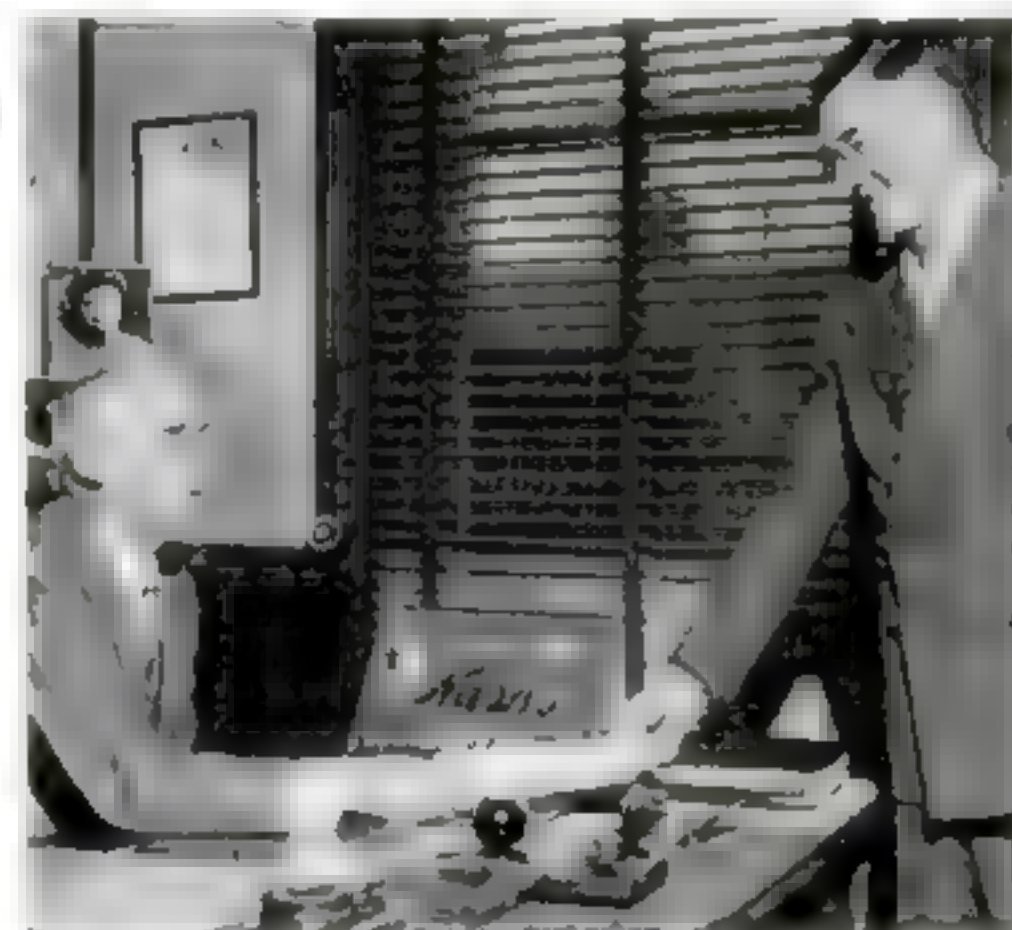
IT WAS A HAPPY DAY for Bill when Bob Harrison, Diamond Match representative, called on Bill at 809 Ivy St. to tell him he had come through with a winner!



BUT WINNERS are no novelty to Bill. How about Billy 1½ and Dick 2½? Here they wave good-bye to Daddy as he starts out on his morning rounds.

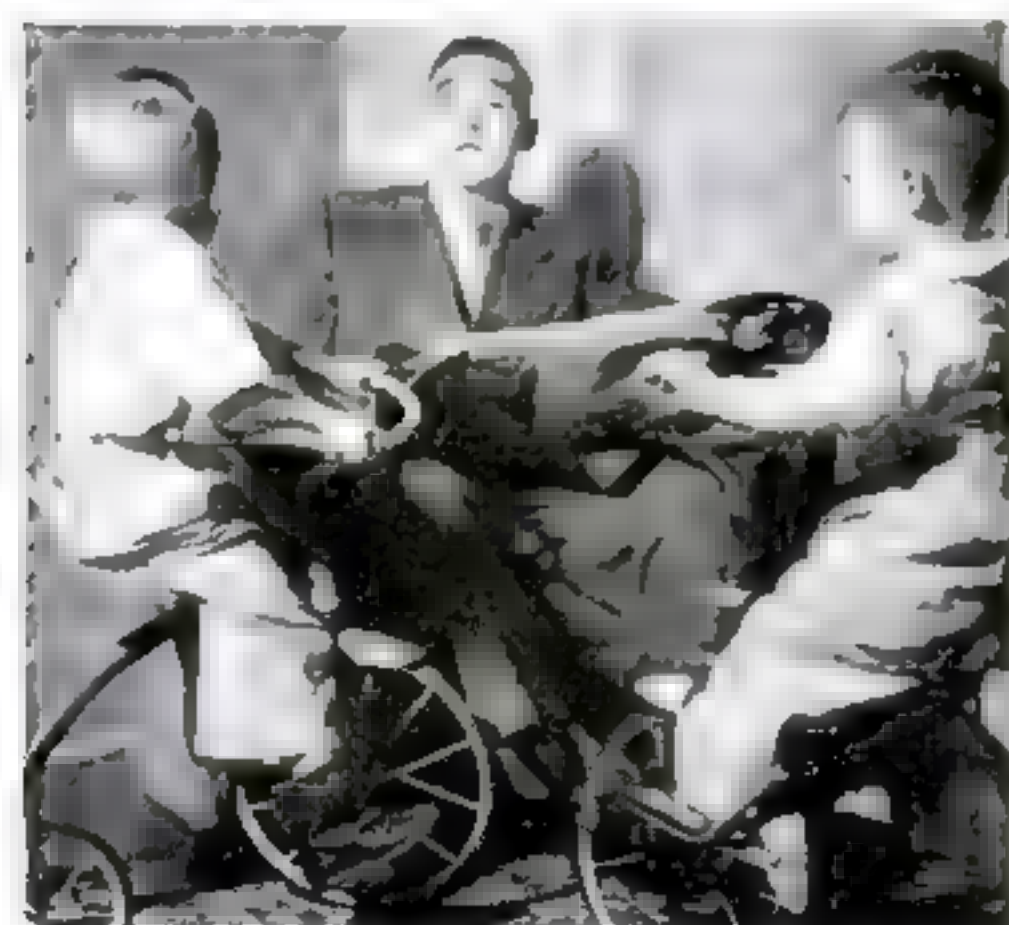


BILL'S RIGHT in there when it comes to selling. Looks as though he's going to make a sale to Art Lyonais who owns a grocery store and tourist cabins in Brainerd.



BILL NOT ONLY sells the bacon—he brings it home too! Ray Swenson, manager of one of Nash-Finch's 57 busy outlets, likes to see those orders come rolling in!

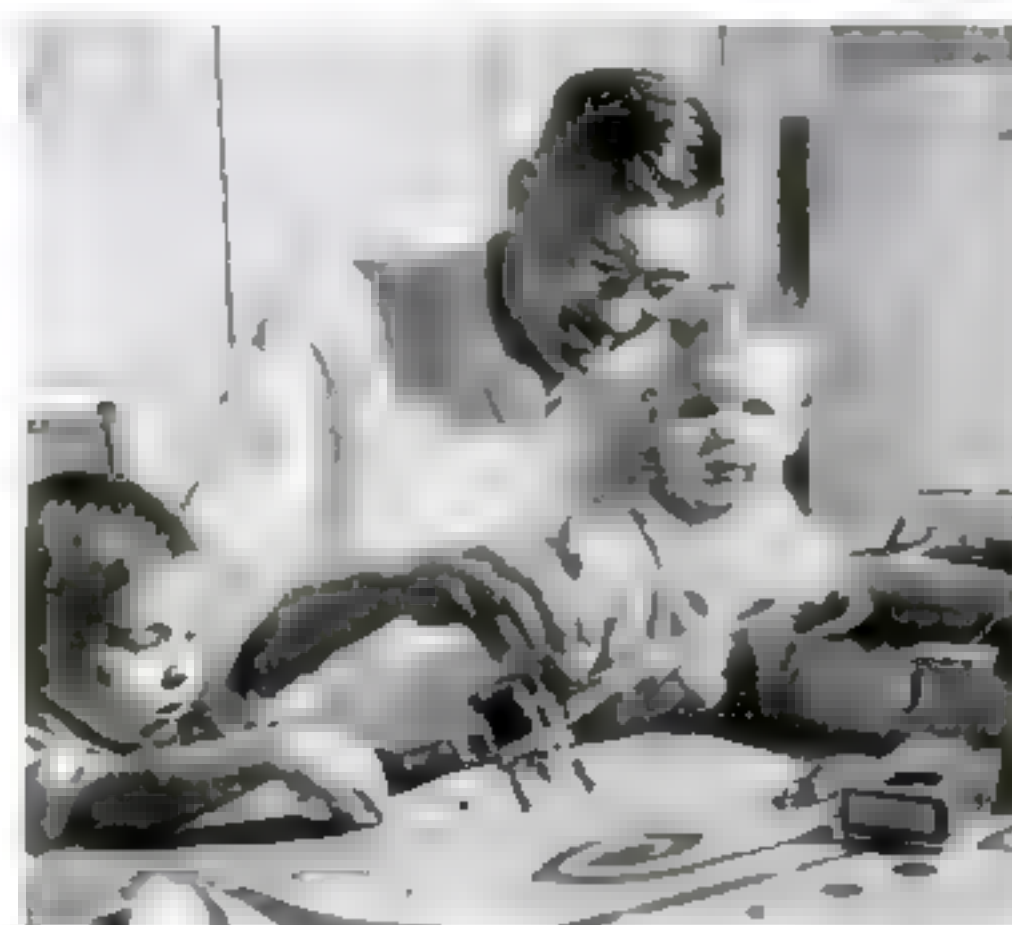
PHOTOS BY CHARLES VAN DUXEE



AND WHEN THE DAY is over Bill tries to relax and read the evening paper. But he's got a couple of live wires—and here they've crossed right in front of him! But Bill's not really burned!



AND THAT TENDER juicy sirloin steak that Marcella is starting won't be either. You're right, she's an excellent cook. In fact she cooks with gas—lit with Diamond King-Size Matches, you bet!



AND WHEN BILL has had a good feed, and when he's got some time off the next day—he tackles his tackle. Tomorrow night if Bill's had a lucky day there'll be fresh fish a-frying at 809 Ivy!

Diamond King-Size Matches have long king-size sticks (protect fingers) light instantly, surely (made from clear white pine) are strong, wind resistant (burn in 15 mile wind) moisture resistant, non-poisonous, have no afterglow, are even room deodorizers! (Surprised? Light a few and see!)

THE DIAMOND MATCH COMPANY, makers of paper plates, paper towels, wax paper, paper napkins, toilet tissue, toothpicks, wooden forks, spoons, clothespins and many other household helps.

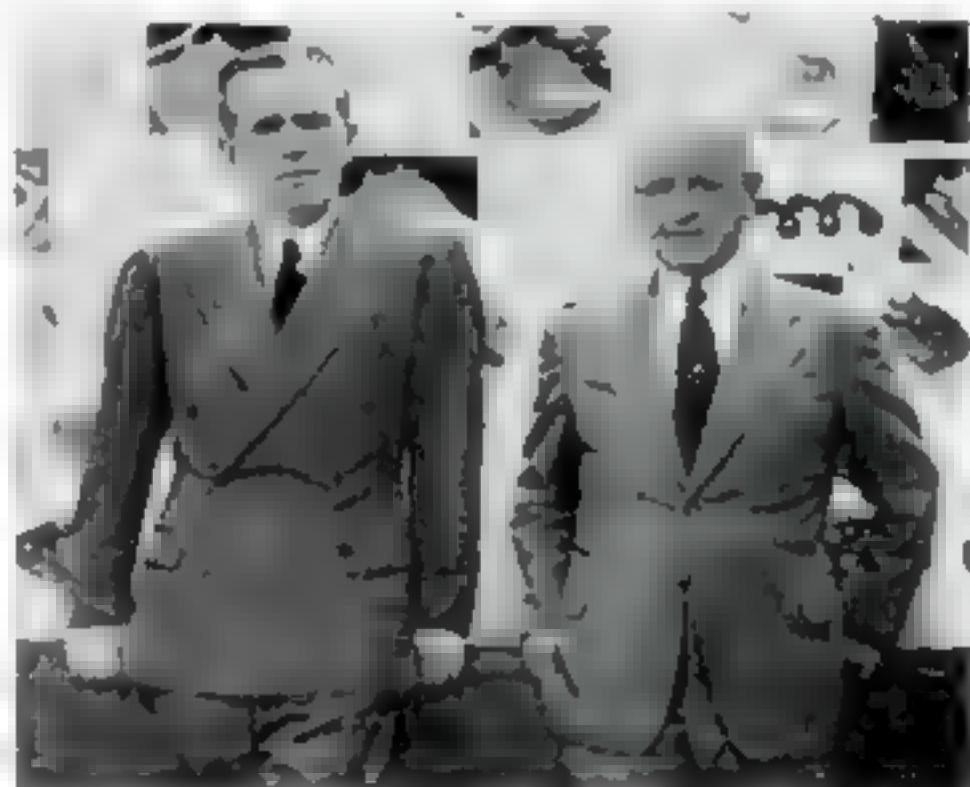
NEW TELEPHONE

EXHAUSTIVE RESEARCH PRODUCES NEW SHAPE AND CONTROLLED RING

In the 74 years since Alexander Graham Bell first spoke over his crude voice box, the telephone has undergone at least 17 major design changes (right). The newest version (bottom right) will soon be distributed in limited numbers. It does not look very different from its immediate predecessor, but it is one of the most complete re-engineering jobs in the instrument's history. Almost all of its 400 parts have been redesigned. An automatic equalizer has been added which helps keep the sound volume uniform no matter how far away the phone is from the central exchange. A manual control on the base permits the user to adjust its ring to any intensity from a loud clang to a murmur. To make it easier to service, all mechanical parts are attached to the phone's base, instantly accessible when the outer shell is lifted off.

To the layman, the most obvious change in appearance will be the dial. For easier visibility the exchange numbers and letters have been moved outside the finger wheel—long a standard arrangement on public pay phones. In their place white dots have been located under the finger holes as targets to increase speed and accuracy in dialing.

For the vast majority of subscribers the new model is the phone of the distant future. With 30 million telephones in operation all over the U.S., change-overs from one model to the next are a costly and gradual process. The third phone from the bottom (right) is the most familiar in the U.S. today, and even many of the old uprights are still being used. By the time the newest model is distributed, it will almost certainly be outmoded itself.



CREATORS of new phone are Stylist Henry Dreyfuss (left), Engineer William H. Martin, Bell vice president.

TELEPHONE DEVELOPMENT began in 1875 with a tiny instrument in a square frame (top center) which transmitted the human voice only as an unintelligible garble. To the left of it appears the 1876 model over which Bell spoke the first words to be understood. The square box (top right) was the first telephone to go into actual consumer service in 1877. The next desk model was the upright which went through many phases until the one-handed French phone, the grandfather of the new 1950 model, came into general use in the late 1920s.





The perfect gift for lovely hair!

The best brushes have DU PONT NYLON BRISTLES

For mom... for sis... for someone dear... here's a lovely, distinctive gift. It's a long-lasting nylon-bristled hairbrush with a hand-comparing Lacite™ Nylon bristles help highlight hair lustre. They're easy to keep sanitary... stay fresh and resilient, washing... washing for a man, a woman or a child, be sure you buy a brush with genuine nylon bristles. Look for the name NYLON stamped clearly on brush or package.

Product of
DU PONT
Plastics

BETTER THINGS FOR BETTER LIVING
...THROUGH CHEMISTRY



● Tune in Du Pont "CAVALCADE OF AMERICA"—Tuesday nights—NBC coast to coast



Sparkling glass decanter. The ideal gift for the man who is proud of his hospitality and proud of the quality of his drinks. Holds 4-5 Quart of Kentucky's finest Bottled in Bond.

KENTUCKY TAVERN

NO EXTRA CHARGE

Kentucky Straight Bourbon
Whiskey Bottled in
Bond, 100 Proof

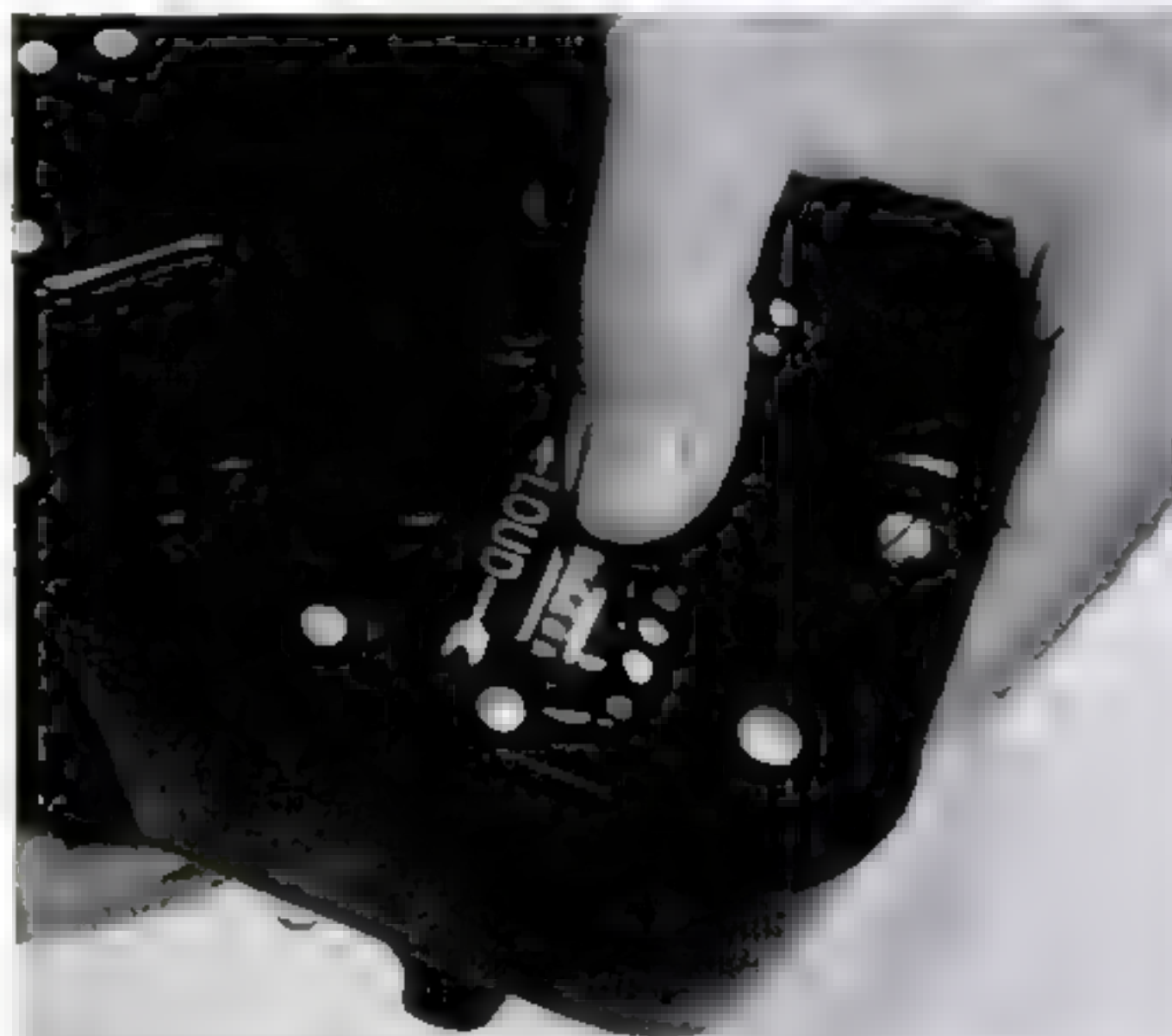
Bottled by Glenmore Distilleries Company, Louisville, Kentucky

THE HOUSE WITH THE HOLIDAY SPIRIT

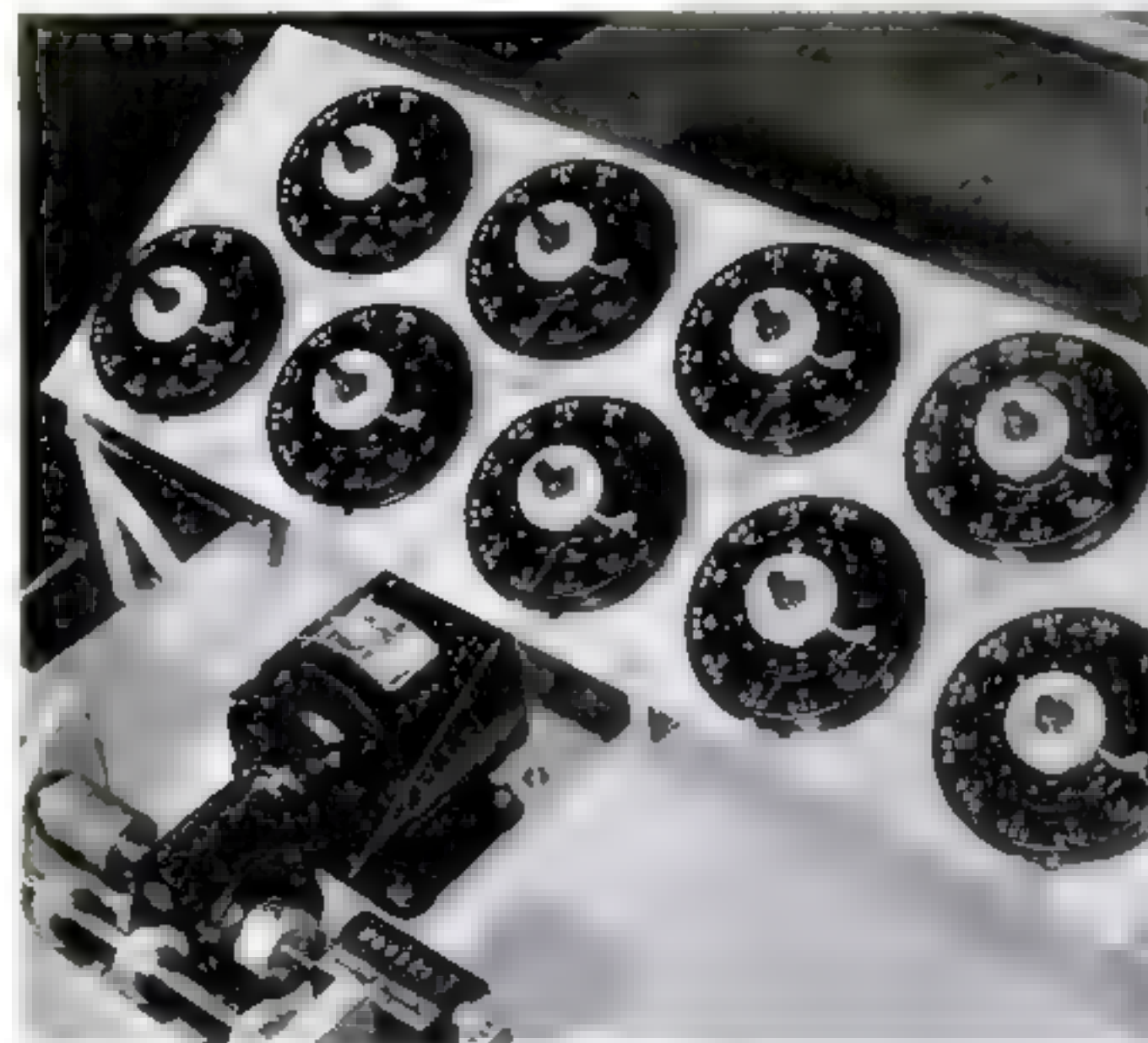
New Phone CONTINUED



CALIPER MEASUREMENTS of 2,000 faces determined that new handset for best transmission. New length is 5 1/2 inches, 3/4 inch less than old.



BELL CONTROL on bottom of base of new phone can be turned up to call user from outside house or turned down soft for use in a bedroom or nursery.



DIAL-LIFE TESTER uses 30-pound hanging line to pull new dials through full swing and release. Most dials now survive more than four million full swings.

Kodak
TRADE MARK

Brownie Hawkeye Camera, \$5.50... Simple and reliable—with a modern flourish in design. Negatives, $2\frac{1}{4} \times 2\frac{1}{4}$. Also see Baby Brownie Special Camera, \$2.75. Brownie Target Six-20 Camera, \$5.75; Brownie Target Six-16, \$6.95.

Kodak 35 Camera with Range Finder, \$86.75... Popular choice for miniature Kodachrome photography. Lumenized f/3.5 lens, coupled range finder. Also see Kodak Flash Bantam f/4.5 Camera, \$49.50; Kodak Retina I Camera, \$72.75.

All prices include Federal Tax

*More than ever,
a Kodak Camera
is the "wanted" gift*

...More than ever wanted because every one of these modern Kodak cameras makes beautiful full-color pictures as well as black-and-white...and with suitable accessory lighting makes them indoors too! See these cameras at your Kodak dealer's... Eastman Kodak Company, Rochester 4, N. Y.

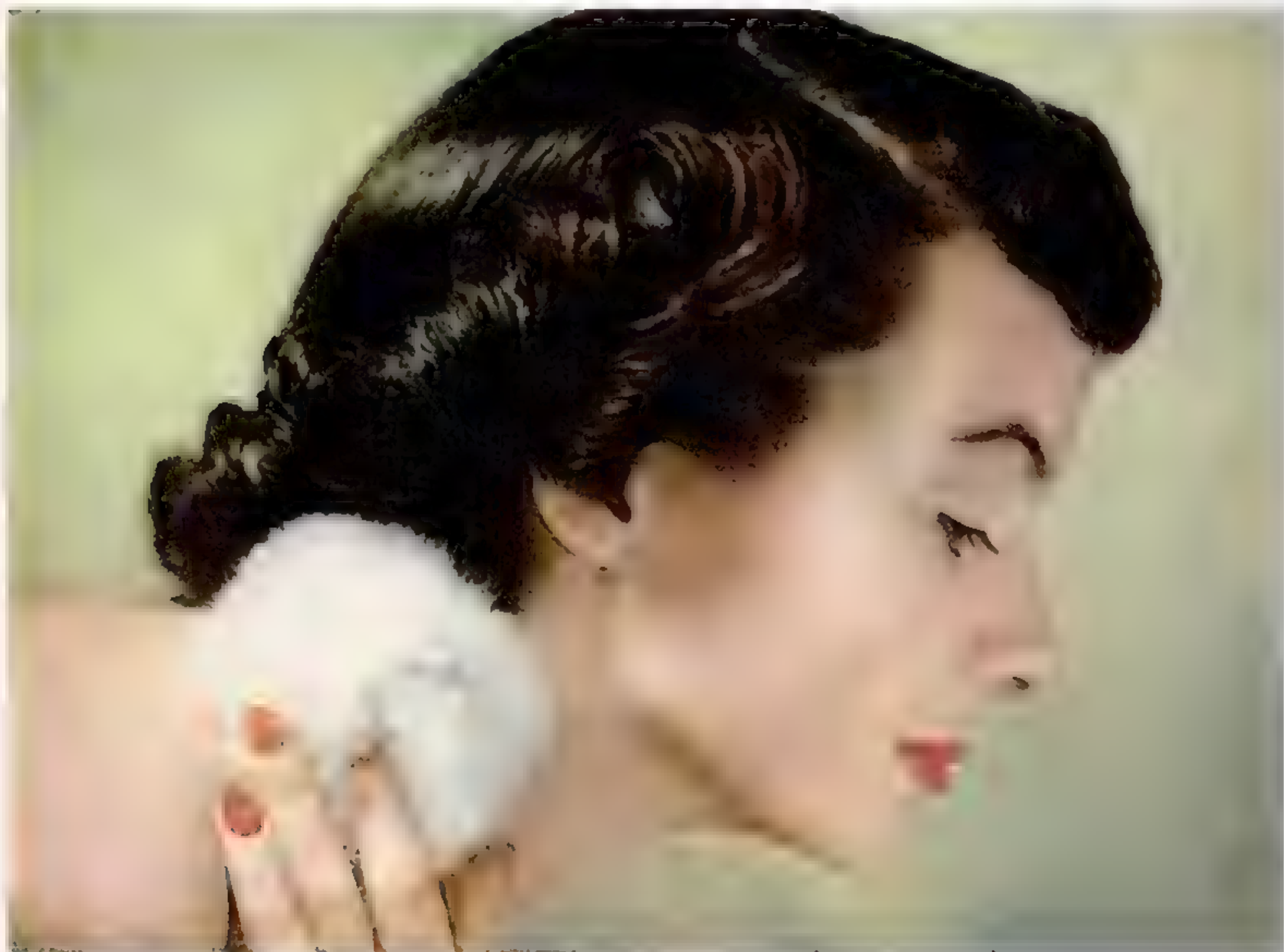
Brownie Flash Six-20 Camera, \$11.75... Makes splendid snapshots "right around the clock." Full-color pictures, too, in bright sunlight or with flash. Two-position focusing. Negatives, $2\frac{1}{4} \times 3\frac{1}{4}$. Flashholder, \$2.92.

Kodak Duaflex Camera, Kodet Lens, \$12.75... Big, brilliant reflecting finder shows you exactly what you're getting. Negatives, $2\frac{1}{4} \times 2\frac{1}{4}$. Protective lens shield, neck strap. With focusing Kodar f/8 Lens, \$19.85. Flashholder, \$3.33.

Cine-Kodak Reliant Camera, f/2.7 lens, \$79... Kodak's newest economy 8mm. movie maker. No film threading. Fine, fixed focus lens, fast enough for indoor movie making. Slow motion; built-in exposure guide. With precision-focusing f/1.9 lens, \$97.50.

Kodak Tourist Camera, Kodet Lens, \$24.50... One of the brilliant new series of compact folding cameras. Negatives, $2\frac{1}{4} \times 3\frac{1}{4}$. With f/8.8 lens, \$38.50; f/6.3 lens, \$47.50; f/4.5 lens, 1/200 shutter, \$71; f/4.5 lens, 1/800 shutter, \$95. Flashholder, \$11.08.

Helena Rubinstein Announces New Silk Powder and Foundation



Blended with pure *SILK*...to give you the "Silken Look"

Who would dream of blending silk—gossamer silk—into foundation and face powder? Only Helena Rubinstein, the world's leading beauty authority!

Silk Foundations smooth your skin to new texture perfection—impart new color vibrancy, protect and beautify for hours on end.

Silk Screen Face Powder screens on—pore delicately, imparts exquisite young bloom and catches luster with silken magnetism.

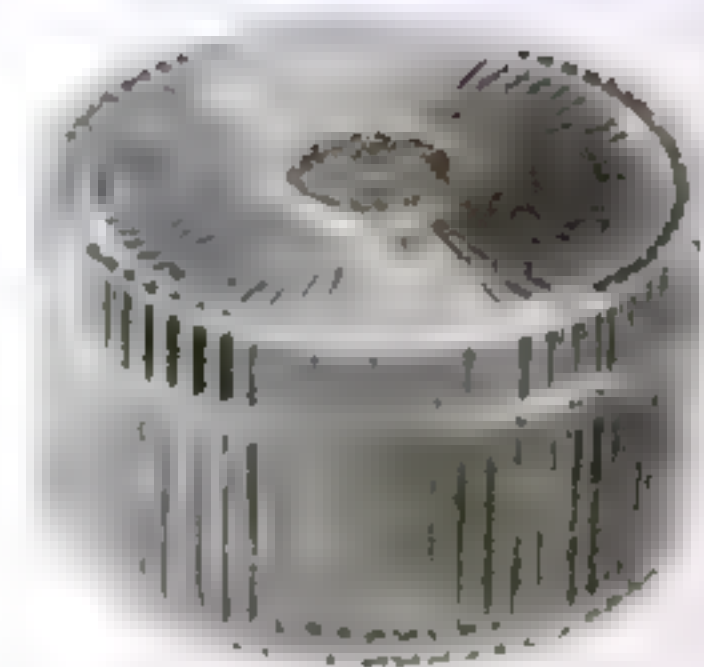
Let it be the "Silken Look" for your own

gala holiday season—and give it to every woman on your Christmas list.

Silk Screen Face Powder	\$1.00
Silk Compact Powder (compressed)	1.00
Silk Film (cream water foundation)	1.25
Silk Tone (creamy liquid foundation)	1.50
Gift Box—powder, lipstick, rouge	3.00

Blending your own skin tones —pamela m. m. m.

For expert advice on how to apply make-up, write today for Helena Rubinstein's free 16-page illustrated booklet "Make-Up Palette."



• since **helena rubinstein**, 655 fifth avenue, new york 22, n. y.

FIFTH AVENUE BEAUTY HUNT

The prettiest girls in America walk along its pavement. Or do they?

The rest of the U.S. may not agree, but the merchants along New York's Fifth Avenue have long believed that they see day in and day out the greatest concentration of pretty, well groomed girls in the nation. Foreign visitors passing through reinforce this belief with unsolicited admiring comments. Oglers (right) find the avenue a fruitful place for their innocent pastime. And photographers looking for pulchritude often have only to stroll leisurely up and down Fifth Avenue for a few minutes, taking their pick from the parade of television actresses, fashion models, singers, stenographers and other Manhattan career girls who

gravitate there during the lunch hour to shop.

To put this beauty theory to the test, *LIFE* last week stationed half a dozen photographers along and just off Fifth Avenue on two separate days and instructed them to make a dispassionate record of the good-looking girls who came along. On these pages and the cover is a small sampling of their pictures, taken as the girls happened by. To New Yorkers they prove, as much as anything can, that Fifth Avenue is easily the most beautifully decorated street in the world. What they prove to Richmond, Va. or Dallas, Texas or Portland, Ore. or points between is probably something else.



SOPRANO BETTE DUBRO GETS APPRECIATIVE STARE



EILEEN GODSFIL, 22 AND A SECRETARY IN AN ADVERTISING AGENCY, STOPS TO GREET A DEPARTMENT-STORE SANTA CLAUS DURING A WALK ALONG FIFTH AVENUE

Grant's

**Largest-Selling
8 and 12 YEAR OLD
Scotch Whiskies
in America***



FAMOUS LORE OF SCOTLAND

The art of making fine, decorative 'knocks' in Scotland, is very old. It may even go back to the fifteenth Century as does their world famous art of distilling



*** Every drop of GRANT'S is either 8 or 12 years old. Wm. Grant & Sons are the exclusive proprietors of the Balvenie-Glenlivet and Glenfiddich distilleries. 86 Proof**

Austin, Nichols & Co., Inc. NEW YORK



NANCY BASS had just come from hairdresser and was on her way to a modeling job when LIFE's photographer stopped her. She is 25 years old, married and comes from Raleigh, N.C.



DODY HEATH came to New York from Seattle 10 weeks ago to find acting job. She is 21, unmarried. Once she played for 300 consecutive nights at the University of Washington theaters.



PAT COLLINS is 19 and a secretary for *House Beautiful* magazine. She resides in Queens with her mother and sister, window-shops on Fifth Avenue practically every day after lunch.

CONTINUED ON PAGE 75



YOU SAY IT BEST WITH EVERSHARP!

**—and This Christmas There's
an Eversharp For Everyone!**

No matter what you wish to spend—EVERSHARP has the perfect answer to your \$64 Christmas gift question. And remember—you can buy EVERSHARP with confidence!

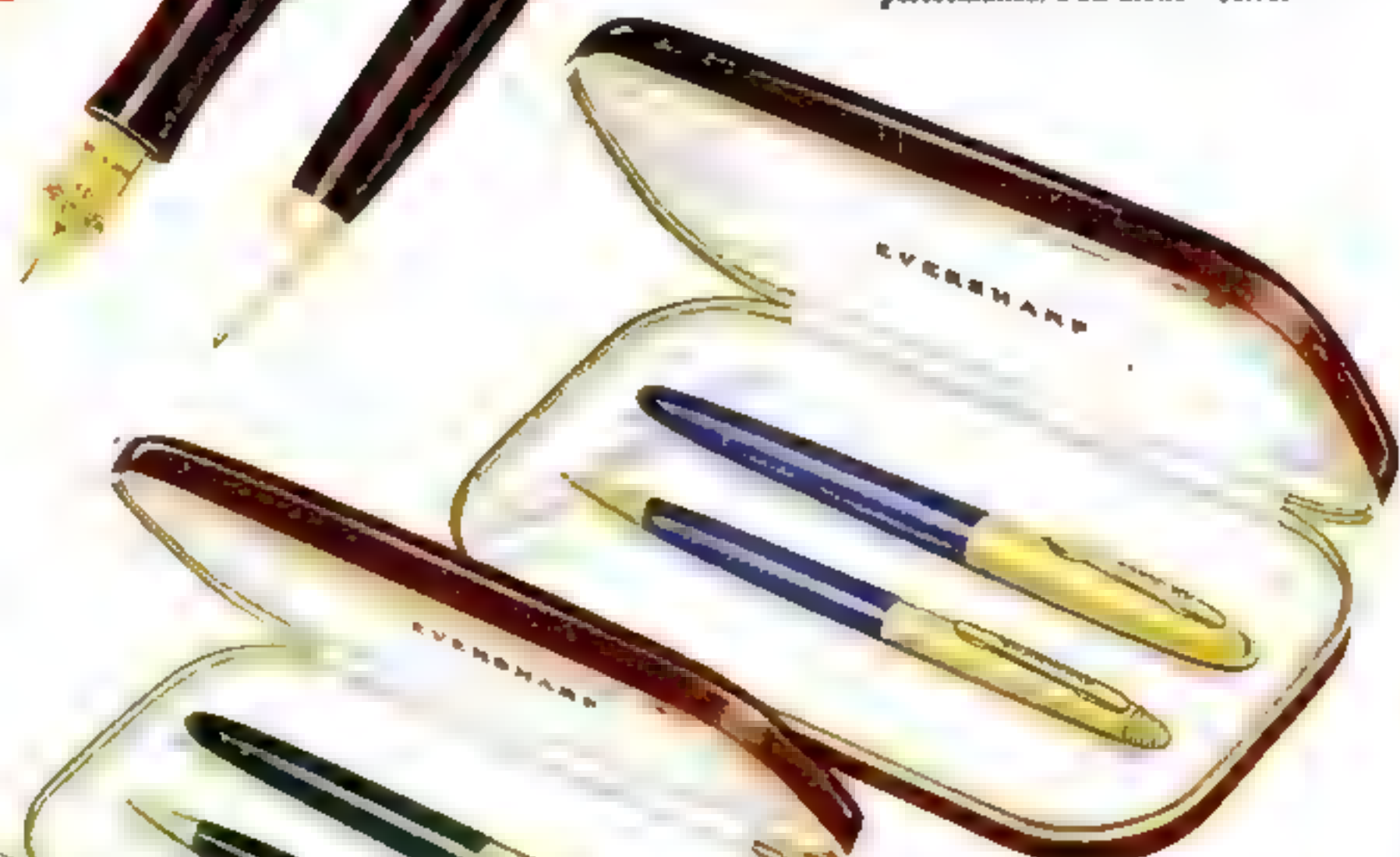
All EVERSHARP 14-karat gold point pens have been tested and approved by the United States Testing Company for their excellent craftsmanship and writing qualities.

EVERSHARP GIFT SETS ARE ALL HANDSOMELY PACKAGED FOR CHRISTMAS



**Kimberly
POCKETTE
& EVERSHARP**

Not much longer than your cigarette—yet opens to a full-size pen with full ink supply. With chrome band—\$4.95. With 14-kt. gold-filled band—\$7.50.



GOLDEN SYMPHONY SET... \$12⁷⁵
PLUS REG. TAX

Special gift for a special someone. Magnificently styled with gleaming gold-filled cap. Extra-large 14-kt. gold point. Pen alone—\$12.75.

SYMPHONY DELUXE SET... \$12⁷⁵

Lustrous silver-colored cap and wide gold-filled band. Extra-large 14-kt. gold point. Pen alone—\$8.75.

EVERSHARP SYMPHONY SET... \$8⁷⁵

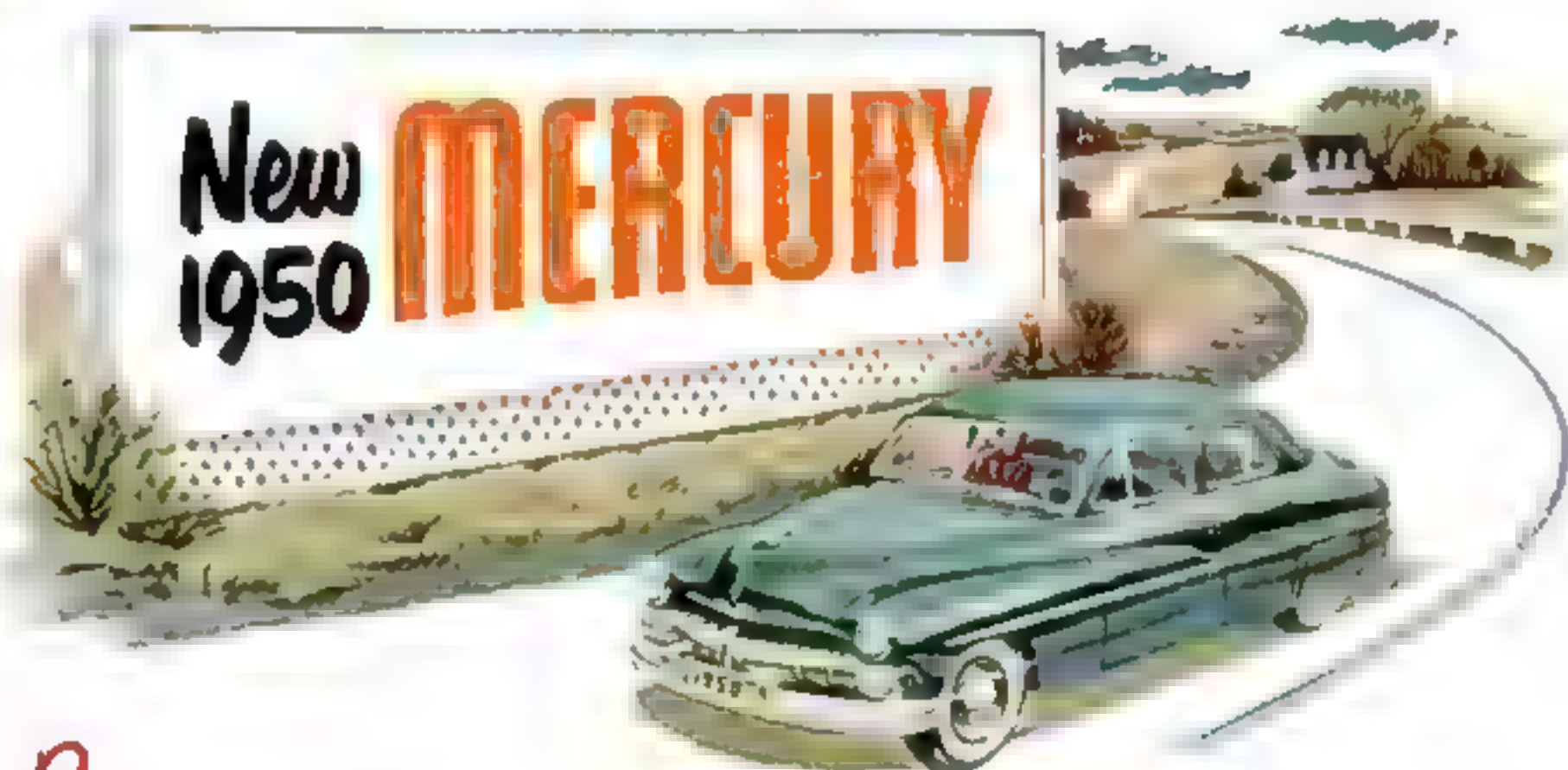
Pen has large 14-kt. gold point. Smartly designed with silver-colored cap and narrow gold-filled band. Pen alone—\$5.00.

*Give **EVERSHARP**—and you give the finest!*

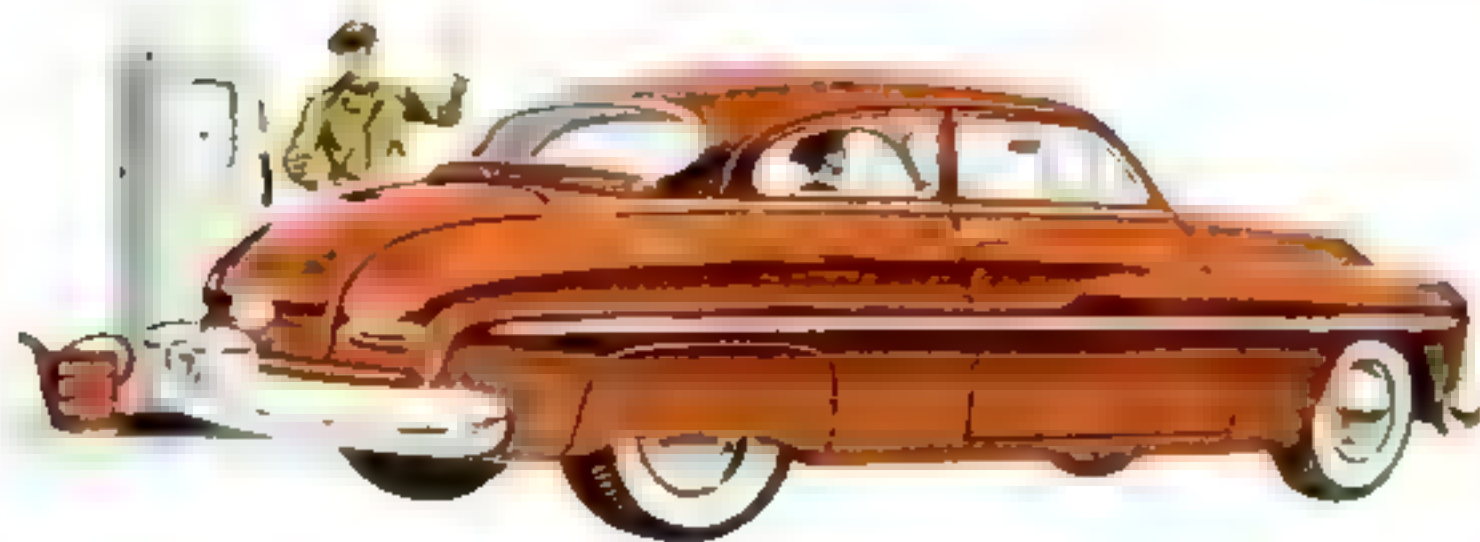
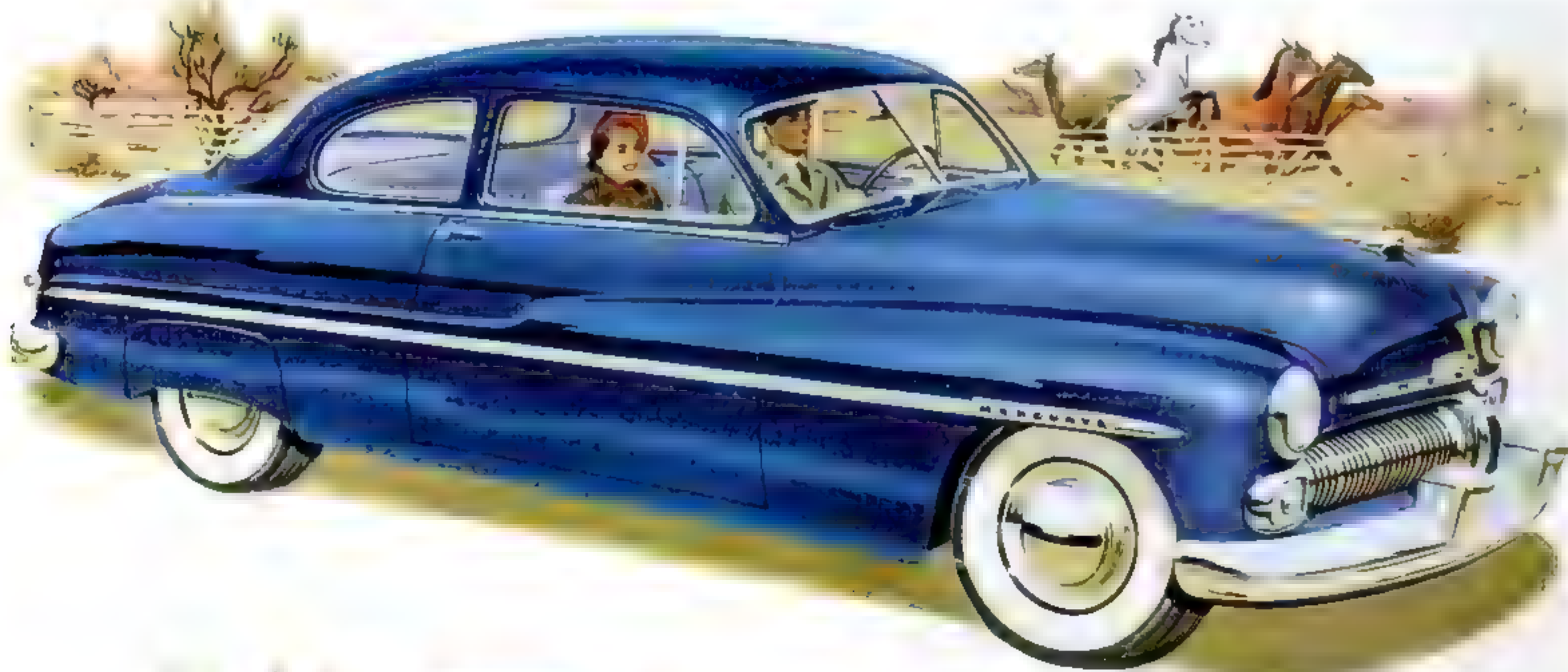
"Smarter-looking" and better than ever!



1. WHAT CAR IS "BETTER THAN EVER" IN SMART LOOKS? THE NEW 1950 **MERCURY**! EVERY GLEAMING INCH IS HANDSOME PROOF OF THAT!



2. WHAT CAR IS "BETTER THAN EVER" TO DRIVE? **MERCURY** AGAIN—WITH NEW, IMPROVED "STEDI-LINE" STEERING AND "CUSHION-COIL" FRONT SPRINGING!



3. WHAT CAR IS "BETTER THAN EVER" IN THRIFT? THE 1950 **MERCURY**! YOU GET MORE MILES PER GALLON WITH ITS "HI-POWER COMPRESSION," NEW "ECON-O-MISER" CARBURETION!

YES—last year, Mercury was a great car, a great buy, too... but... on every angle point of value, you'll discover the new 1950 Mercury is better than ever today!

Better in styling—with new advanced design! Better in comfort—with "Lounge-Rest" foam rubber cushioned seating! Better in economy—with "Econ-O-Miser" carburetion! Better in performance—with "Hi-Power Compression"! Better in safety—with "Super-Safety" brakes!

And everything has been thoroughly road-proven! That's why Mercury offers you more new car value! See your Mercury dealer! He can prove it's better than ever to make your next car Mercury!

MERCURY DIVISION OF FORD MOTOR COMPANY



GRETCHEN NORTH, 22, was on her way to Arthur Murray's, not for a lesson but just to dance. She had just returned from Hollywood, where she was on radio and TV programs.



LIZ KENDALL lived in Puerto Rico until she was 10. Now 27, she lives in New Jersey with her daughter and is secretary at R.C.A. She was admiring jewelry as she was photographed.



BOBBIE SHAW is just 18 and has been in New York City for six months trying to become a Broadway actress. While she is waiting for a part to turn up, she works as a fashion model.

CONTINUED ON NEXT PAGE

*how to be
an angel
this Christmas*



...give

Marvella
SIMULATED PEARLS

CHRISTMAS SNOWBALL containing your choice of lustrous Marvella pearls.

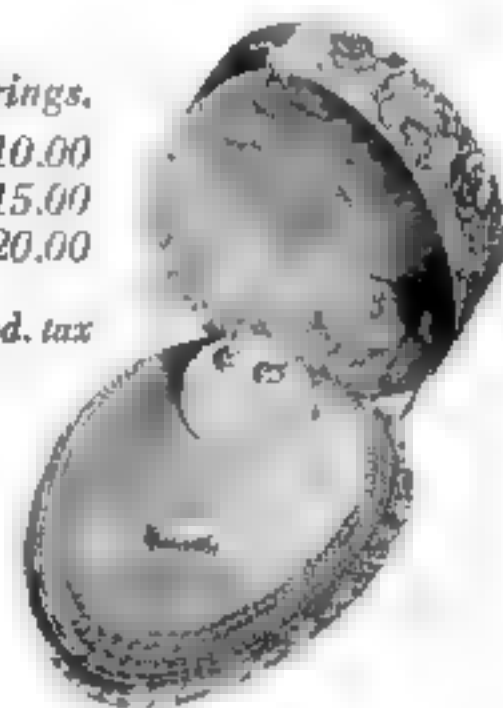
Regulation single strand (held by angel) \$4.00
Graduated Petite (shown in snowball) . \$4.00
Ball earrings (not shown) \$3.00
Drop earrings (not shown) \$3.00

SILVERLACE GIFT BOX
containing matching pearls and earrings.

Single strand with earrings . . . \$10.00
Double strand with earrings . . . \$15.00
Triple strand with earrings . . . \$20.00

*all prices plus Fed. tax
At all fine stores*

Identify **THE LOVELIEST
PEARLS MADE BY MAN**
by the name **MARVELLA** on the clasp.



383 Fifth Ave., N. Y. C.



*Add New SMARTNESS
to Your Wrist...*
DRESS-UP Your Watch... with a
FLEX-LET
WATCH BAND

- Guaranteed One Year
- Almost Unbreakable
- 1/20 12K. Gold Filled Tops and Ends; Stainless Steel Backs

FLEX-LET CORPORATION
Beverly Hills, California
Distributed by: Arenas, Inc., Montreal



MAURINE ZOLIMAN, a Powers model, carries a bag full of shoes and jewelry to her next job. She came from Indiana, is married to a playwright and has 2½-year-old daughter.



ANNE FRANCIS is 19 and has been a radio actress for 12 years. She has made a movie, and appearance as "Bonny Maid" in TV commercial brought 10,000 requests for her photograph.



DOLORES DeSOTO carries picture painted by her fiancé, a Spaniard named Juan Pala whom she met while studying at the Sorbonne. She was trying to sell it to a gallery for him.



Give a TREAT — give
Old Golds





Only the finest is fine enough for



*Christmas...give **Seagram's** and be **Sure** of the finest"*

SEAGRAM'S SEVEN CROWN BLENDED WHISKEY 86.8 PROOF 65% GRAIN NEUTRAL SPIRITS SEAGRAM DISTILLERS CORPORATION CHRYSLER BUILDING, NEW YORK



You buy the best when it's
baked by Nabisco
National
Biscuit
Company



Serve any snack ...coffee ...cheese . it's the RITZ CRACKERS on your plate that
cheer up the moment like a fire on the hearth! You've never come
across a cracker so friendly in its personality...with a crunchy crispness and tangy flavor folks warm to the year
around! Serve RITZ CRACKERS with a "bite" or a meal — taste how they bring out the *best* that's in it!
"nothing tastes as good as Ritz... but Ritz!"



TENSE MOMENT in "The Man Who Killed Hitler" on *Hands of Murder* show occurs when the hero receives

a threatening phone call from someone who tells him he had better stop telling people he saw Hitler (p. 85).

TELEVISION



ANNOUNCER STARTS "HANDS OF MURDER"

TERROR ON TV

KILLERS, CORPSES, PRIVATE EYES START CLOGGING CATHODE TUBES

For years on radio, shrieks, groans and the ominous dripping of blood were acknowledged as sure-fire ways to higher Hooper ratings. But television was rather timid about tossing terror into its viewers' laps. Last year TV networks had only one regular mystery show. This year there are 10 and more are on the way. Sponsors are getting more interested in paying for them, and big acting names like Ralph Bellamy and Boris Karloff are interested in playing in them.

Although, as in the movies, there is a capricious TV taboo against showing murderous cause and effect in a single image (the gun flash and the falling body are usually shown separately) living room sets can turn up enough horror to send the lily-livered skittering. Some fine bloodcurdling effects are produced by using a close-up of the victim's hand with blood slowly dribbling down over the fingers. Oldest TV mystery show is *Suspense*. Among the newest and most skillful is Du Mont's *Hands of Murder*. The programs shown here are part of a single week's TV crop. With a grisly gamut running through the evening, parents are going to have a tougher time than ever getting the young ones to bed after the regular children's programs wind up.



BURNING CANDLE is used by *Lights Out* announcer, who is the former mystery movie actor, Jack La Rue.

Sanderson's
VAT 69
 One of Scotland's Great
 Gifts to the World!

BY APPOINTMENT
 TO H.M. THE KING
 TO H.M. THE QUEEN
 Wm. SANDERSON & SON, LTD.

SEVUR BLENDED SCOTCH WHISKY
VAT 69
 PRODUCED & BOTTLED BY
 Sanderson's Whisky, Ltd., London, Scotland
 PARK & TILFORD, IMPORTERS, NEW YORK, N.Y.
 SOLE IMPORTERS FOR THE U.S.A.

World
 Famous
 for Taste...

"Quality
 Tells"

PARK & TILFORD IMPORT CORP., NEW YORK • BLENDED SCOTCH WHISKY • 86.8 PROOF



"MAN AGAINST CRIME," a better than average show, stars Ralph Bellamy (top), who here solves crime involving victim stuffed into suit of armor.



"MARTIN KANE, PRIVATE EYE," a generally trite show, here revives formula of thieves falling out. A hard blonde conks her lover after he hides loot.

CONTINUED ON PAGE 25

FLORIDA calls thousands to East and West Coast beaches for fun in the sun!



take your Sunshine at a Saving by GREYHOUND

Enjoy Savings Like These

	ONE WAY	ROUND TRIP
NEW YORK to MIAMI	\$24.40	\$48.95
CHICAGO to LOS ANGELES	34.85	64.35
DETROIT to JACKSONVILLE	14.85	30.35
ST. LOUIS to ALBUQUERQUE	21.70	39.10
SEATTLE to SAN DIEGO	19.35	34.85
CLEVELAND to ST. PETERSBURG	20.00	36.00
MINNEAPOLIS to NEW ORLEANS	22.20	40.00
OMAHA to SAN FRANCISCO	29.70	55.50
WASHINGTON to SAN ANTONIO	26.35	47.45
BOSTON to PALM BEACH	27.40	49.35

(U.S. tax extra. Fares subject to change.)

in warm SuperCoaches...on prompt, frequent schedules

Winter isn't something to *endure*—it's a season to *enjoy*—and we invite you to prove this for yourself! It doesn't take a lot of money to cut yourself a big slice of Southern sunshine right out of Winter's icing. When you go Greyhound, the cost is scarcely more than staying home and paying fuel bills.

First, the Greyhound round-trip fares to Florida, Gulf Coast, Southwest and Pacific Coast are delightfully low—a fraction of driving cost, much lower than any other travel.

Second, hotel and resort accommodations are easier to get, lower in cost this year. Your scenic enjoyment starts at once, going Greyhound—because you are fully relaxed, free from driving strain, ready to enjoy the deeply-cushioned reclining chairs, the efficient heating and ventilation.

LIMITED AND EXPRESS SERVICE by Greyhound from your city to great Southern and Western sunshine areas now saves hours, provides the finest in highway transportation.



GREYHOUND

A LOT MORE TRAVEL for A LOT LESS MONEY



CALIFORNIA, all the west, now reached by your choice of many Greyhound routes. Above—palm fringed pool, Palm Springs.



NEW ORLEANS and **GULF COAST**, always gay and colorful, are especially charming now, and in the gay Mardi Gras season.



SUNNY SOUTHWEST is at its best in Winter. See fascinating Indian country on route. Above—old Spanish mission, Texas.



SNOW SPORTS are thrilling in New England, Great Lakes States, Northwest. Get your group together—and go Greyhound!



Everybody knows the sign of good coffee



Products of General Foods

Now in
Instant form too!

One warmhearted holiday gesture deserves another. And so, after the Christmas carols are sung, it's Maxwell House Coffee time. There's so much good cheer, such warm hospitality in every fragrant cup. To enjoy that famous "Good to the Last Drop" flavor beside a holly-decked fireplace is the perfect finale to a Yuletide evening. And how guests do enjoy this richer, finer, more satisfying coffee. It offers complete coffee drinking pleasure. No wonder Maxwell House is bought by more people than any other brand of coffee, at any price!

TUNE IN: "Father Knows Best" . . . delightful family comedy
starring Robert Young . . . NBC, Thursday nights



Maxwell House . . . the one coffee with that "Good to the Last Drop" flavor!

"THE MAN WHO KILLED HITLER"



OMINOUS MEETING occurs when refugee Karl Baumann (Bruno Wick) bumps into man who looks like Hitler and who grunts a German epithet at him.



HYSTERICAL KILLING takes place in toymaker's basement when the mysterious stranger follows Baumann, who clubs him to death in frenzy of fear.



GRIM ENDING comes after Baumann has been acquitted of murder of the man who is Hitler's double. A similar man enters, shoots Baumann. Is he Hitler?

IF YOU'D LIKE TO PLEASE
YOUR FRIENDS, GIVE THIS

Double-Rich Gift!

Double-Rich
Cream of Kentucky
Whiskey Blend

Norman Rockwell

Think how pleased you'd be to get this "*Double-Rich*," smooth Kentucky whiskey! So, delight your friends with this *Cream* of gifts...

DOUBLE-RICH

Cream of Kentucky



A Schenley
Mark of Merit
Whiskey

KENTUCKY WHISKEY-A BLEND

86 Proof, 70% Grain Neutral Spirits. Copr. 1949
Schenley Distillers Inc., Frankfort, Ky.

New purse size

Kleenex^{*} Pocket-Pack Tissues



Now a handy way to carry Kleenex in your pocket or purse. Keeps each tissue fresh and dainty!

You shall have fresh, smooth Kleenex wherever you go—now, with this convenient Pocket-Pack! It serves you one at a time—the same *extra-soft*, dependably *strong* Kleenex Tissues (24 sheets—12 pulls) in a new *tiny package* that snuggles in your purse or pocket. Ends the bother of fumbling for loose tissues that come out crumpled and untidy.

A welcome addition to the Kleenex family of 200

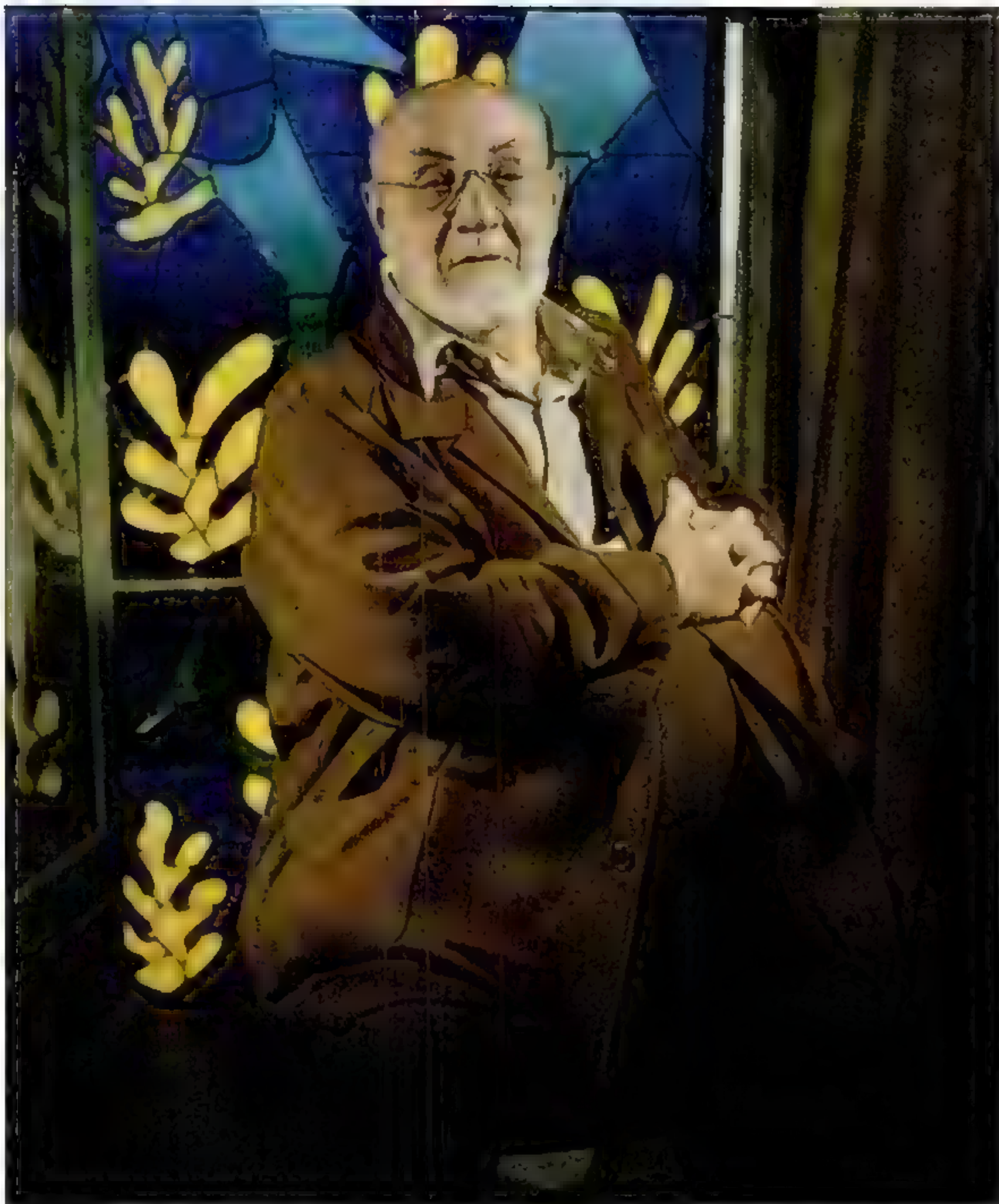
and 300-sheet packages, the Pocket-Pack measures only $4\frac{3}{8} \times 2\frac{1}{4}$ inches. Yet each Kleenex Tissue is full size, ready to cope with dozens of emergencies from sniffles to make-up repair. So handy, easy to use, when you're traveling—shopping—in your office. Wherever you roam, you'll want Kleenex Pocket-Pack Tissues along! And you'll find them just perfect for youngsters who go to school.



5c each
Carton of 12 packs 55c

Only Kleenex serves you one at a time—your best buy in tissues

*T.M. REG. U.S. PAT. OFF.



Henri Matisse, 80

At his studio in Nice, Matisse sits like a Buddha before stained glass window he designed. He has almost given up climbing ladders to paint large murals and now uses a brush attached to a 4-foot pole. When Photographer Mili's flashgun failed to go off Matisse roared with laughter, shouting, "Your machine gun has jammed!"

THE OLD MEN OF MODERN ART

Their passing will mean the end of a memorable era

PHOTOGRAPHED FOR LIFE BY GJON MILI

Fifty years ago, a band of brash young Parisians plunged the entire art world into a ferment with the shocking experiments that were the beginnings of the modern movement. The talents of these innovators—men like Henri Matisse (*above*) and Pablo Picasso (*last color page*)—proved so great and their styles so provocative over the years as to virtually enslave thousands of younger artists everywhere in roles no better than those of imitators. Now the founders

and proprietors of modernism are old men (average age: 67), and the inevitable fact confronting the world is that their days are numbered. As they die, the historic era which they pioneered and ruled will die too. But through the sensational art they leave behind, their influence will continue to rule until the time when other, younger men evolve a vision of their own. On these pages are Photographer Gjon Mili's portraits of nine of the most famous of these gifted old moderns.

CONTINUED ON NEXT PAGE



Fernand Léger, 68

Marcel Duchamp and Fernand Léger in this remarkable piece of art. The painting appears to be a portrait of a man, but the face is a mask. Born in 1895, Léger was a French artist and designer who spent most of his life in America during the war and never took the trouble to learn a word of English.



Marc Chagall, 62

A Russian by birth but now a naturalized French citizen, Chagall paints dreamy, introspective pictures like this one of a rooster. He was quite willing to pose for Mili but appeared worried about the outcome. "It is difficult to photograph me," he said, "unless it could be done in my sleep, because I pose continually." Nonetheless he was pleased with Mili's result.



Raoul Dufy, 70

Polished, highly intellectual, Dufy once was forced to support himself as a designer of upholstery and wallpaper in Montmartre. Not until his 40s did he develop his chic and brilliant style. Here he is shown at work on a sunny terrace in Caldas de Montbúy, Spain, where periodically he goes to bathe in natural hot spring water because he is crippled with arthritis.



Ossip Zadkine, 59

In his Paris studio, Zadkine sits on a box in the midst of his towering, elongated sculpture. Unlike most of the Russian artists living in France, Zadkine is gay, effervescent and, according to Matisse, "flits around like a bug." Though he is a comparative youngster among the old moderns, he is the only one who is called "Papa" by his friends.

OLD MODERNS CONTINUED



Marie Laurencin, 64

Only surviving woman of the original moderns, Laurencin is pretty, conservative and always wears a kitchen apron when she paints. Years ago she had a celebrated love affair with Guillaume Apollinaire, great French modern critic, but was never able to marry him because of demands of her domineering mother.



Maurice Vlaminck, 73

Famed for violent and moody pictures, Vlaminck, a native Frenchman, reminisces jovially about his past. Successively a bicyclist, a raver, a rightish Russian and artist, he once created a sensation among his Parisian friends by sporting a wooden necktie which he painted and repainted as it stated his mood.



Jean Arp, 61

Wearing a floppy peasant hat, Arp polishes an abstract statue in his garden near Paris. Quiet, taciturn, Arp used to be spectacularly uninhibited. He once helped organize an exhibit whose entrance hall passed through a lavatory and which displayed, among other oddities, an alarm clock submerged in a tank of fake blood.

CONTINUED ON NEXT PAGE



Pablo Picasso, 68

Mili placed a flower over Picasso's left ear and bathed him in reddish light to recapture his first impression of the artist, that of a proud, copper-skinned South Sea Island chieftain. He found Picasso on a beach at Golfe Juan on the French Riviera surrounded by admirers, grandly holding court in his swimming shorts.



YOUR NEW SCHICK ELECTRIC SHAVER MUST OUTSHAVE BLADE RAZORS or YOUR ^{Xmas} MONEY BACK

ON ALL SCHICK SHAVERS BOUGHT FOR CHRISTMAS PRESENTS, THE TRIAL OFFER PERIOD IS EXTENDED UNTIL JANUARY 10

You can buy a Schick Electric Shaver today and hide it away until December 25. Or you can mail it with a big "DO NOT OPEN UNTIL CHRISTMAS" on the package.

The money-back trial offer period doesn't start until December 25 on any Schick Electric Shaver

bought this month . . . and we've added five days to our 10-day trial.

If at any time before January 10, 1950, your dad, brother, husband, sweetie-pie, or other lucky male isn't convinced the Schick you've given him can outshave his blade razor, either you or he can return it to the store and get your money back.

By "outshave" we mean getting a *faster, more comfortable* shave that's just as *close* as he wants.

You can stop worrying about what to give him for Christmas. Your Schick dealer has the answers. Schick Incorporated — Stamford, Conn.



The Schick Travel Kit is the gift of gifts. A Schick Super in genuine leather case by Rumpp, with zipper closure, luggage-cloth lining. Has nylon brush, comb, mirror, toothbrush container, nail file.

Schick Super (illustrated above) . . . \$22.50

Schick Colonel (not illustrated) . . . \$17.50

Complete Travel Kit, (Incl. Fed. Tax.) \$34.50

MEDICO

FILTERED SMOKING
CLEANER...COOLER...DRYER!

**Not a hollow
tube...but a
real filter**

Hold these patented filters up to the light and you'll see the 66 baffles that stop flakes and slugs...absorb juices...cut down nicotine...give you the utmost in smoking pleasure.



REPLACE FILTER
WHEN DISCOLORED

IT HAS DONE ITS JOB



FRANK MEDICO V. F. Q.
(very fine quality)

Specially selected imported briar Pipes. Wide variety of styles and shapes. With box of ten filters \$2

ALSO FRANK MEDICO "STANDARD"...
AMERICA'S OUTSTANDING DOLLAR (\$1) PIPE

Frank Medico Briar Cigarette and Cigar Holders... \$1



**FRANK MEDICO
EJECTOR
CIGARETTE HOLDERS**

Lord Medico for men. Lady Medico in pastel shades for women. Ejects the stub. Zephyr-weight aluminum. In handsome gift box with 10 filters... \$2



Replaceable Filters
for Pipes and Holders...
10 for 10¢ everywhere

MEDICO

S. M. FRANK & CO., INC., 514 AVE., N. Y. 22

**ALL MEDICO PIPES NOW MADE OF
PRE-WAR QUALITY IMPORTED BRIAR**



A BOY BECOMES A MAN

Australian aborigines dance in primitive rite



The frightened young boy in the savage tableau above is passing from childhood into manhood. He has just been circumcised according to ancient ritual, and hereafter, in the eyes of his fellow aborigines, he will enjoy the status of a full-grown man. Now, while he sits silently and in pain on a fire-heated stone, clay-smearing tribesmen race around him in

a frenzy, whipping and stabbing the air to destroy any evil spirits which might harm him.

This dance is the climax of the coming-of-age ritual which is the most solemn moment in the lives of Australian aborigines, one of the earth's most primitive people. Cut off for thousands of years from the main stream of cultural evolution, they have pre-

served their prehistoric way of life unchanged, although modern pipes and belts (*above*) add an incongruous touch to their ancient rites. Almost exterminated by early white settlers, the aboriginal tribes now live unmolested on remote government reservations. Once they were the only human inhabitants of Australia. Today there are only 50,000 left.



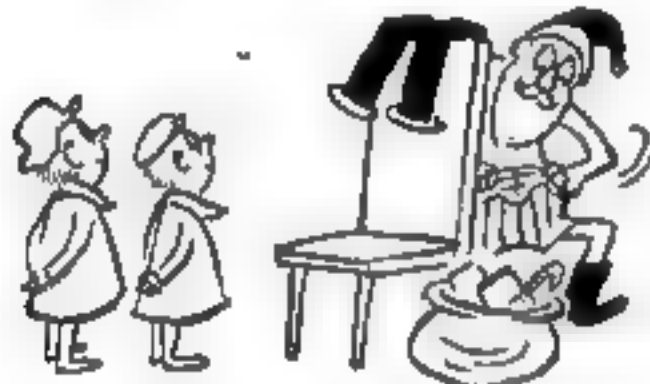
A department store Santa from Noyes



Would wriggle while giving out toys.



"Arrow Shorts," said a mite,



'Have the comfort that's right



For a man of your avoirdupois!"



No chafing center seam

5 models: All-elastic waistband (2 styles); Elastic or Tie-side; Adjustable back. Sanforized • Gripper fasteners

**ARROW
SHORTS**

\$7.25 \$7.50 \$7.65 • Arrow Undershirts, 85¢ up

Made by the makers of Arrow Shirts
Cluett, Peabody & Co., Inc.



DILLY-BAG containing charms against death is bitten by boy to ease pain during the rite. Natives once used sharp flints for operation, now use a razor.



DIDGERIDOO, an aboriginal woodwind, provides music for ritual dancing. White clay is worn on face as sign of mourning for symbolic death of childhood.



\$9.95

The Perfect Christmas Gift

Any man on your list will welcome a pair of Winthrop In-n-Outers... the secret to loafin' in luxury. Cushion-cork platform and crepe or leather sole.

See your Winthrop dealer for gift package.

WINTHROP SHOE COMPANY
DIV. INTERNATIONAL SHOE COMPANY, ST. LOUIS

Get this free, 45-second battery check-up



No fuss or bother. No tiresome waiting. No expense. At a B. F. Goodrich retailer's, you and your battery stay in the car—and in 45 seconds you know the condition of every cell!

The new B. F. Goodrich battery analyzer makes it possible. Most BFG retailers have it. Those who don't will have other modern equipment to give you a fast, efficient check.

Get set for winter now with a free B. F. Goodrich battery check. Just tear out this ad and take it to your nearest B. F. Goodrich retailer. And make sure you see the new B. F. Goodrich batteries that give you more power, longer life—at no extra cost.

**TEAR OUT THIS AD—
GOOD FOR SPECIAL ANALYZER CHECK
AT ANY B. F. GOODRICH RETAILER**





FOR HOLIDAY ENTERTAINING

*Better Cocktails
with less work!*



Why do it the hard way? Do it the Heublein way!
Let "the barman in a bottle" solve your holiday
entertainment and gift problems the easy, gracious way.
He offers eight Heublein Cocktails—each correctly
made of superb liquors by Cocktail Specialists since 1892.

They are always ready, always right. Just add
ice and serve. At your local liquor store.

G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.



HEUBLEIN'S *Club* **COCKTAILS®**



For your knight before Christmas

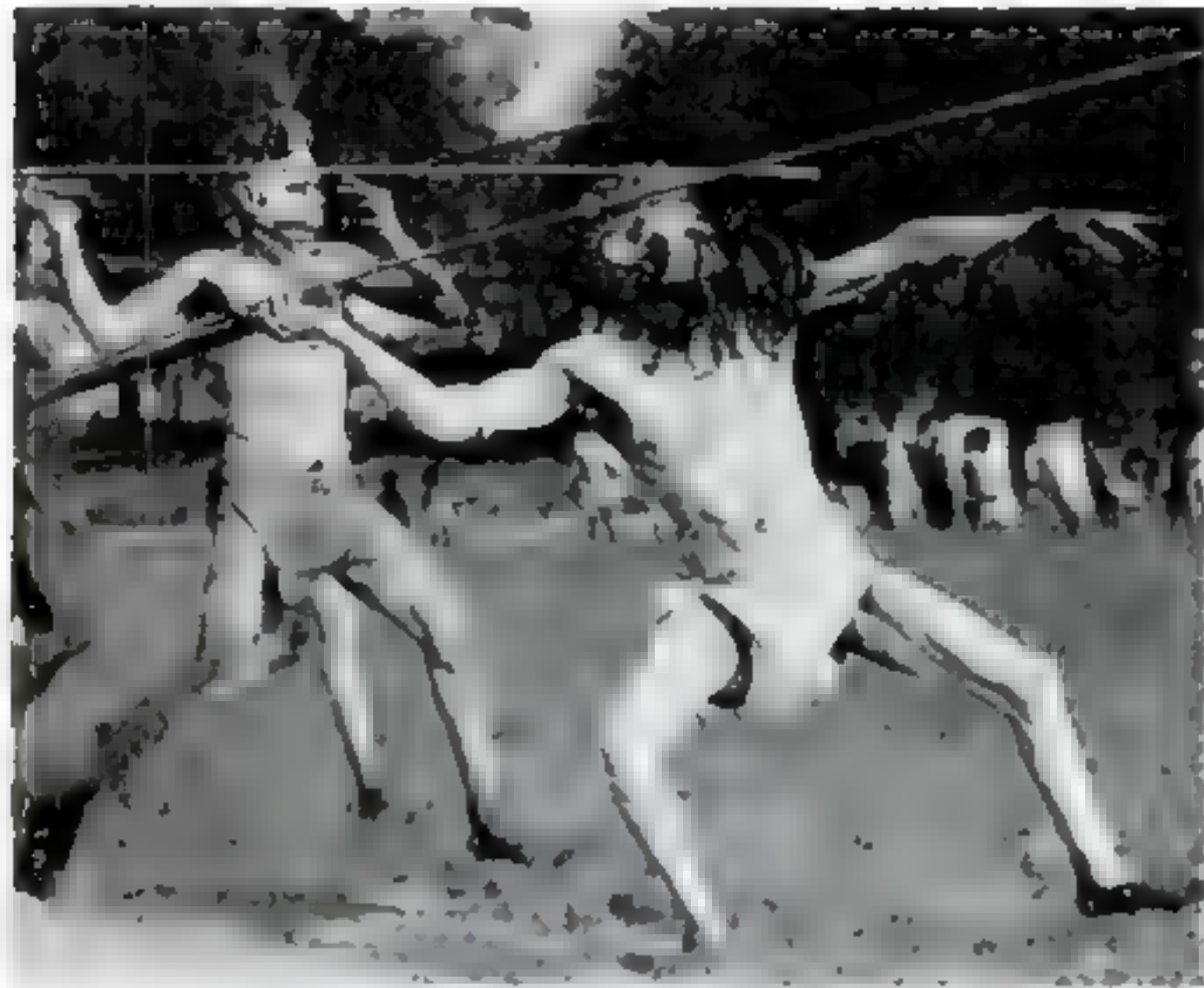
Give him SWANK Aristogram — and you can't miss.
 That glow o'erspreading his handsome features will say quicker than words—
 honey, you're so right! Here is smart, always-useful jewelry,
 marked especially for him by superbly-crafted Aristogram initials.
 A gift to brighten every day in his year.

TIE KNOT to keep a roving tie in place \$2.50 TIE CHAIN (not shown) \$2.50
LINKS in the chain — *Edgar* and *Lucy* in family arrangement \$3.50
KEY CHAIN with two *SWANK* features — the *Anchor*
 end and *Qua* Key Ring \$3.50

Prices subject to Federal Tax



TRIBAL OFFENDERS MUST DODGE SPEARS TO ATONE FOR CRIMES



INJURED CLANSMEN hurl spears at offender in peacemaking ceremony. Rules allow them to throw as many spears as they like to work off their anger.



UNARMED OFFENDER (left) and his second zigzag into range of attackers, ducking spears as they come. Stuck beats off spears which come too close.



RITUAL ENDS when offender (right), who has escaped the bombardment, is pierced in the thigh by chief accuser. The token wound pardons the offender.

Stay on the light side with **William Penn**



definitely light!

light on your tongue

light on your pocketbook

• For a genuinely light whiskey with a mellow full-bodied taste, try William Penn! Blended Whiskey—86 Proof. The straight whiskeys in this product are 4 years or more old. 35% Straight Whiskey, 65% Grain Neutral Spirits. Gooderham & Worts Limited, Peoria, Illinois.





BERNARD GIMBEL needs only four or five hours' sleep. An industrious insomniac, he improves each wakeful hour by catching up on his competitors' advertising. Though

he reads many magazines and "all the papers," he rarely opens any book except Francis Bacon's *Essays*, whose worldly wisdom he greatly admires. The bedroom at his country

How to Make Millions

Nobody but nobody does the two better than the boss of plain old Gimbels

WELL, after 12 o'clock one New York night not long ago, the sharp ring of a bedside telephone stabbed the stillness of an apartment in New York's swank Park Lane Hotel. A muscular arm reached out to lift the receiver, and a sleepy male voice spoke gruffly, "Hello."

"Mr. Gimbel?" asked a querulous female voice.

"Yes," answered the man, "this is Bernard Gimbel."

"You don't know me, Mr. Gimbel," said his caller, "but I want to ask you a question. Have you ever spent the night on a chaise longue?"

"Why—no," Mr. Gimbel replied. "I've often spent an hour or two on one very pleasantly, but I do my sleeping in bed—where I am now."

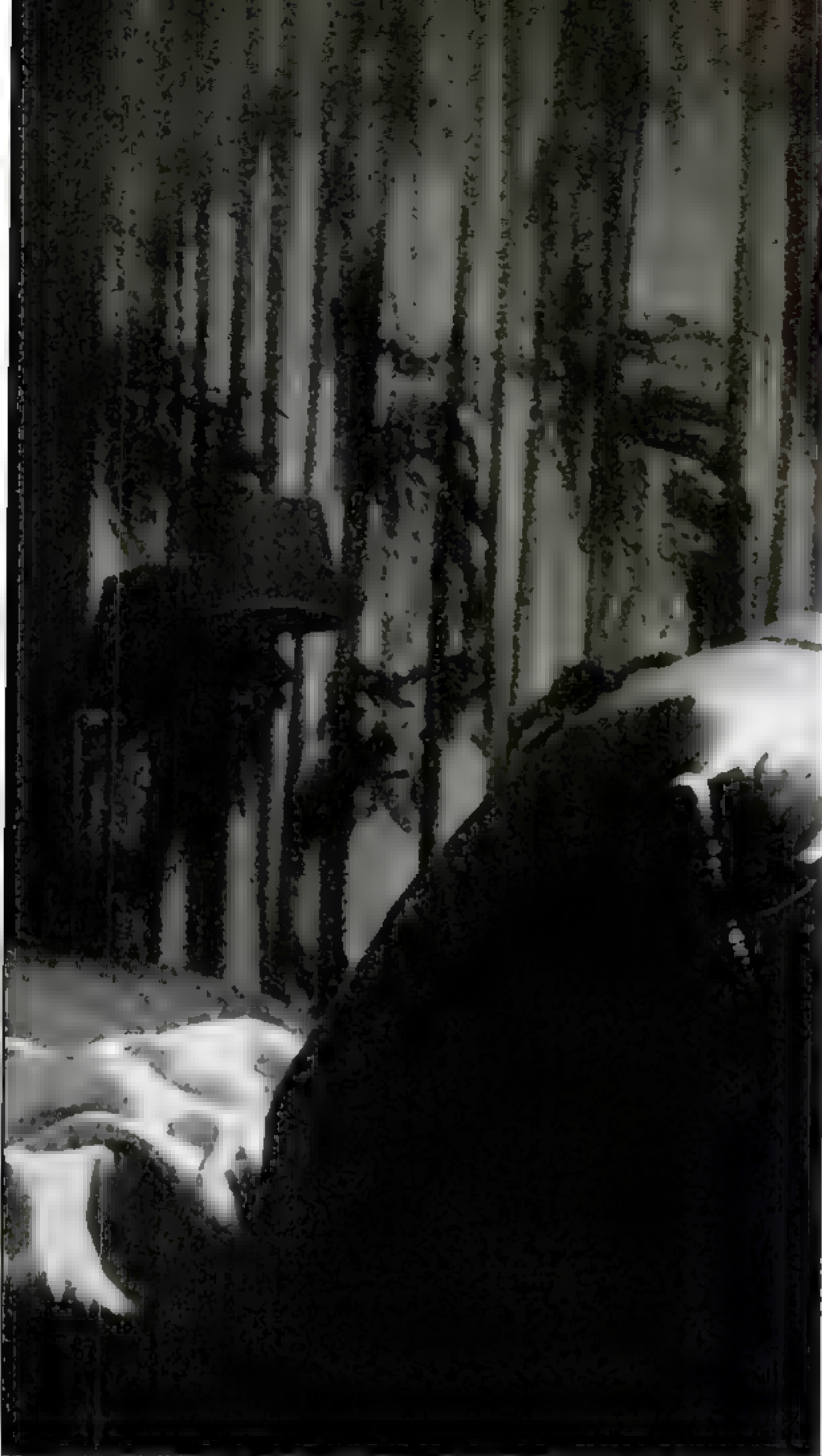
"Well," exploded the woman, "I know it's late, but *I've been trying to sleep on a chaise longue for a week, and I want to know where the bed is that I bought at Gimbels two weeks ago.*"

Big Bernard (pronounced Bernard) Gimbel, the 6-foot, 210-pound mul-

timillionaire merchant and sportsman who heads the great network of Gimbels and Saks department stores, chuckles when he tells this story of a shopper's satisfying revenge. "And did she get her bed the next day?" he concludes. "I'll say she did."

"But seriously," he continues (and Gimbel is nearly always serious when discussing his business), "I don't mind things like that. We sell about a million dollars' worth of stuff every business day. Say the average sale is \$1, that makes 250,000 transactions a day. You'd be surprised how many people seem to think I keep track of all of them. I am always meeting people who feel embarrassed and apologize to me because their account at Saks Fifth Avenue is three months overdue."

As the foregoing rightly suggests, Bernard Feustman Gimbel is an extraordinarily busy merchant prince. He is also an extraordinarily likable human being. The qualities that make him such are of the elusive kind



home (above) is kept darkened while he reads in the early morning. Portrait on the wall, painted by Raymond Constant de Guttman, shows Mrs. Gimbel as a young woman.

and Have Fun

by HUBERT KAY

which some people sum up as a gift for friendship, and which his friend Mayor O'Dwyer of New York more grandly calls "a great feel for life." He is the nearest thing that New York has to the old-fashioned sage and friendly general storekeeper, poking playfully and persistently into all phases of the city's life. He is a fixture at the city's big parties, banquets, boxing matches and theater openings.

Like most prominent New Yorkers, Gimbel was born and bred a long way from the Hudson. His present business interests span the whole land. The Gimbels empire has department stores in seven cities besides New York: Philadelphia, Pittsburgh, Detroit, Chicago, Milwaukee, Beverly Hills and Miami Beach; there are also seasonal resort branches in Princeton, New Haven, Palm Beach, Southampton and Petoskey, Mich. There can be no question, however, that in mind and spirit Bernard Gimbel is a New Yorker to the core. At 64, even-tempered and mild-spoken, he plainly

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The Gimbels are a great merchant family



ADAM
He founded original store at Vincennes in 1842



LOUIS
Boss of the Milwaukee store, he died in 1938



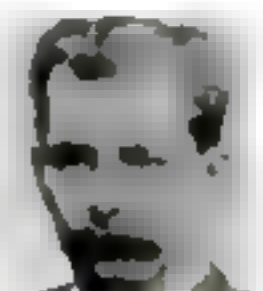
DANIEL
Chairman of the board, 1932-35. He died in 1939



ELLIS
Only survivor of the original seven brothers



BENEDICT
He specialized in merchandising end of business



ISAAC
Head of company for 17 years, from 1910-27



JACOB
Called "Judge," he handled most legal matters



CHARLES
Boss in Philadelphia, became board chairman



ALVA
She married Bernard at the age of 18, in 1912



BERNARD
He has headed the Gimbel company since 1927



PHIL
Now retired, he formerly headed a New York store



BENEDICT
A radio man, he runs Station WIP in Philadelphia



SOPHIE
She is internationally famed dress designer



ADAM
Boss of Saks 5th Ave. store, Sophie's husband



BRUCE
A wartime flier, he has become a Saks executive



PETER
Identical twins, age 22, Gimbel's sons were both



DAVID
In the Army after the war, are now juniors at Yale



HOPE
She is married to a lawyer, lives in New York



CAROL
She was married to Hank Greenberg in 1946



GREENBERG
He is Cleveland Indians' general manager

THE DESCENDANTS OF ADAM GIMBEL are numerous and widely scattered. This partial family tree shows Adam and his seven sons, who founded Gimbel Brothers, and some of the better-known members of the third and fourth generations of the family.

Lucius Beebe, distinguished columnist and arbiter of good taste, is a member of the Aqua Velva After-Shave Club.

Join
Lucius Beebe

IN ONE OF THE WORLD'S
FOREMOST CLUBS



Your early-morning disposition will brighten when you join the Aqua Velva After-Shave Club. Aqua Velva is a bright exclamation point at the end of your shave. It refreshes the face, gives you a healthier look, raises the spirits with its clean, fresh scent. It's good before and after electric shaving, too. Get a bottle of Aqua Velva today.

A FEW OF THE MEMBERS

Norman Rockwell Albert Spalding Lauritz Melchior
John Erskine James Thurber Sir Cedric Hardwicke.



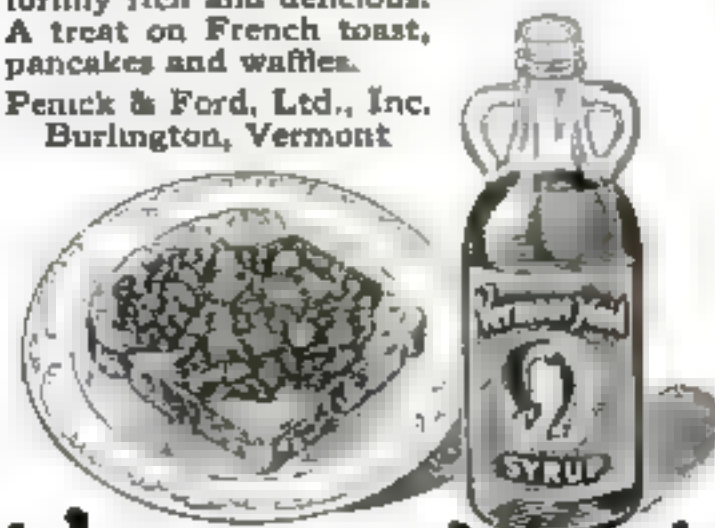
Having no metal kettles, Indian women made maple syrup by repeatedly dropping hot stones into bark vessels containing maple sap.

Enjoy the treat of real maple sugar flavor

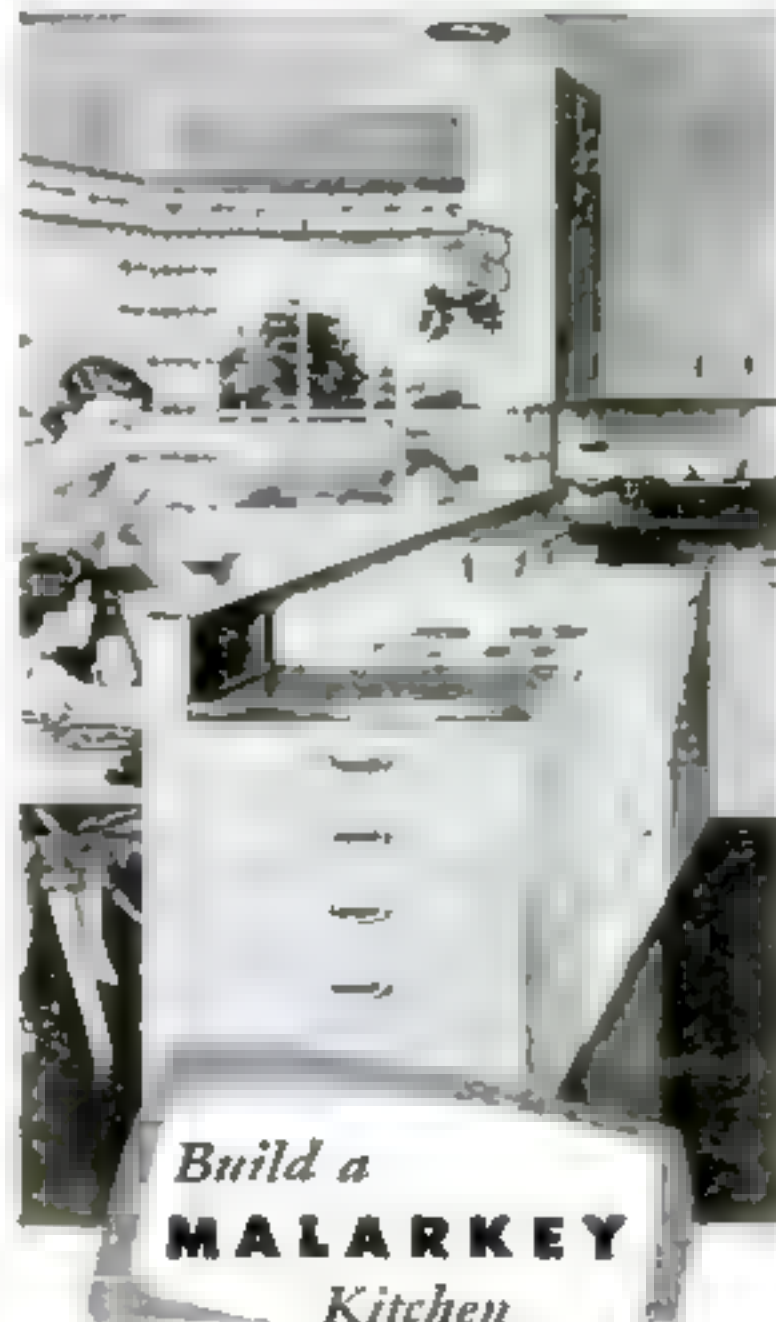
Long before the white man, the Indians found that delicious syrup could be made from maple tree sap. But their primitive methods could not produce the uniform flavor of our Vermont Maid Syrup.

Our skilled blenders choose rich, full-flavored maple sugar; then blend it with cane sugar. This gives you, at moderate cost, a maple sugar flavor that is uniformly rich and delicious. A treat on French toast, pancakes and waffles.

Penick & Ford, Ltd., Inc.
Burlington, Vermont



Vermont Maid
Syrup



Build a **MALARKEY** Kitchen

Get the warmth and color of genuine wood into that new kitchen. Make it a place of beauty as well as convenience.

Malarkey plywood is wood in its most usable, durable and beautiful form. In fir, redwood, oak, birch or mahogany with cupboard doors and flush doors to match.

Plans and Specifications of this Malarkey Kitchen, with 16 step saving features, will be sent for 10 cents. M and M Wood Working Company, 2323 North Columbia Boulevard, Portland 17, Oregon.

Malarkey



DOORS and
PLYWOODS



AN INDEFATIGABLE FLOORWALKER through his own and competitors' stores, Gimbel learned his trade by working briefly at all kinds of jobs.

BERNARD GIMBEL CONTINUED

loves the chattering city's nervous blare. He contributes no little to it himself with the brassy, folksy advertisements which boast that "Nobody, but nobody" undersells or in any way excels "plain old Gimbels." For years he calculatedly kept the 28 acres of his New York emporium as dowdy as was decent, on the shrewd theory that lack of fancy frills would encourage bargain hunters. But these days he rejoices that Gimbels is being smartly refurbished to a design by Raymond Loewy. "Ma foi!" exclaimed a recent ad heralding the great change, "Gimbels (née plain old Gimbels) with an elegant new hat salon???"

With the same peppery zest Gimbel revels in his rivalry with Macy's, celebrated in song, joke and a hit movie (*Miracle on 34th Street*) featuring a "Mr. Gimbel" and a "Mr. Macy" miraculously reconciled by a Kris Kringle in person. There has, of course, been no "Mr. Macy" at Macy's since the founder's death in 1877. In real life Macy's late Board Chairman Percy Straus was Bernard Gimbel's across-the-road country neighbor, and Mr. Gimbel and Macy's present President Jack I. Straus are friends of long standing. But their commercial rivalry is real and rugged. A newfangled window curtain, advertised by Macy's one Sunday recently at \$3.49, was simultaneously offered by Gimbels at \$2.99. Price cutting took place daily until both stores were selling the curtain at a little over \$1. On a grander scale Gimbel recalls with quiet glee the way his younger brother Fred, then executive head of Gimbels in New York, snatched the famed Hearst art collection from under Macy's nose in 1940. Over \$4 million worth of ancient armor, tapestries, stained glass, etc., plus a complete 12th Century Spanish monastery, were sold off plain old Gimbels' floors.

Bernard Gimbel—"Bernie" to friends and "Beany" to his wife and intimates—loves even New York's overcrowded streets, for when he does not see friends on them he sees at least potential customers. His enthusiasm for the city reaches an annual peak during the Christmas season, when shoppers by the million pour into Gimbels from the three railroads, four subways and four bus lines which service that strategically placed store. With his broad, red face, whitening hair and portly figure, Gimbel could easily stand in for one of his stores' Santas without make-up, and he enjoys acting like one. Parents of young children who merely drop in for the evening at the Gimbel country house in the weeks before Christmas are apt to find themselves driving home with a car full of toys.

Gimbel has a store for all New York pocketbooks: from Gimbels' basement, with its raucous demonstrators of hair oil and patent foot remedies, through somewhat tonier Saks 34th Street, to swank Saks Fifth Avenue, in whose plush, hushed salons the wealthy woman can pay \$1,000 for a baum marten-chokered evening outfit and \$35,000 for a sable coat.

Gimbel's house is in the rolling "back country" of Greenwich, Conn., where he loves to entertain at his 200-acre estate, Chieftans (so named and spelled by a previous owner). Chieftans has a swimming pool, a tennis court, a stable of prize horses, squadrons of servants and gardeners, and a big home which—both for the grand sweep of its rooms and the grand variety of transients streaming through them—has been aptly compared with Grand Central Station.

A budding patriarch, Gimbel takes enormous pride in the Gimbel name, fame and family—an energetic, close-knit and somewhat

CONTINUED ON PAGE 303



Travel refreshed



look what goes on

when

you

give . . .

If anything can clinch things for you this Christmas, it's these smart Van Heusen gifts. Just watch how he goes for them . . . for the Van Heusen label . . . the famous seamanship . . . the smart styling . . . the guaranteed lab-tested fabrics. Make it a Van Heusen Christmas and you're a clinch for a clinch!

A. Van Heusen Century 400 with new, patented collar that stays neat longer because it "won't wrinkle . . . ever", \$4.95. **B.** Bolder Look pastel, Van Bold wide-spread collar, half-inch stitching, and extra-wide center pleat, \$3.95. **C.** Van Britt pastel, wide-spread collar and French cuffs, \$3.95. **D.** Van Gab sport shirt. Completely washable gabardine with famous Lo-No two-way collar, \$4.95. **E.** All ties shown are Van Heusen flamingo jacquards in "shirt-mate" colors, \$2.00 each.

F. Van Heusen white broadcloth with wide-spread Van Britt collar and French cuffs, \$3.65.

Van Heusen shirts[®]

REG. U.S. PAT. & TM. OFF.

ties, pajamas, sport shirts

Phillips-Jones Corp., New York 1, N.Y. • Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

overwhelming family. His wife Alva, a woman of great charm and dignity whom he calls "Baby," was herself born to wealth as the daughter of a New York cotton converter. At 55, and the grandmother of seven, she can ride out to the bounds at dawn and still put in a strenuous day in the service of one of her charities. Their eldest son, Bruce, 36, is a Saks Fifth Avenue executive with a distinguished wartime flying record behind him. Their nonidentical twin daughters, Hope and Carol, 34, are married respectively to a young New York attorney, David M. Solinger, and to baseball's famous Hank Greenberg. Their identical twin sons, strapping David and Peter, 22, are now juniors at Yale after spending two years in the Army.

Nowhere, at no time, is Gimbel ever at a loss to find fun. He enjoys a morning canter, an afternoon of golf, a day at the races, a weekend of fishing, a long evening of gin rummy or towie (three-handed bridge). He protests, however, that tales of the fabulous stakes he plays for are gross exaggerations. In reality, he says, he plays only \$10 Nassau at golf (\$10 for the first nine holes, plus \$10 for the second nine and \$10 for the match) and 5¢ a point at gin rummy. That way "nobody wins or loses more than three or four hundred dollars."

But above all, as 84-year-old Uncle Ellis, board chairman of Gimbel Brothers, Inc. and the last surviving brother of the founding generation, likes to say, "That Bernard! He loves that business!" For all his gusto, gambling and gregarious good fellowship, there is a cool and sober Bernard Gimbel who is one of the shrewdest, toughest, most assiduous businessmen in the U.S. His career and personality can be studied with as much profit by any aspiring American businessman as by any Marxist really interested in learning what makes a free economy run.

One million dollars a day

AS ITS chief executive and dominant stockholder, Gimbel is unquestioned boss of a coast-to-coast, \$1 million-a-day empire of 15 stores and 20,000 employees. This he rules with a gentle hand, keeping strictly within his self-assigned roles as the company's No. 1 scout, public-relations man and coach of his crack team of store heads. He bombards the store heads with suggestions about everything from inventory strategy to signs in the elevators, but except in matters of major company policy they are free to accept or reject his advice. It took him eight years to persuade his first cousin, Adam Long Gimbel, head of Saks Fifth Avenue, that the Fifth Avenue store should be air-conditioned. That the store heads accept his suggestions more often than they reject them reflects less his authority than their respect for his seasoned shrewdness.

Though Gimbel is fiercely loyal to his store heads, and unfailingly pleasant in his dealings with them, they well know that his first loyalty is always to the company. "If Beany ever decided that I wasn't doing this job right," says Adam Gimbel thoughtfully, "I think he'd fire me. He'd help me get another job—and a good one, too—but I think he'd fire me." No less than three Gimbel first cousins have parted with the company more or less voluntarily since Bernard became president.

Gimbel serves as a good laboratory specimen of U.S. big businessman precisely because his business talents, while exercised in an arena of uncommon size, are essentially no different from those of the run of successful U.S. businessmen. He is neither an innovator like Henry Ford, nor a pioneering humanitarian employer like Shoe King George F. Johnson or "Golden Rule" Nash, nor a civic-minded businessman-statesman of the brand of Bernard Baruch or Paul Hoffman. His hyperkinetic pursuit of business and sport has left him little time for contemplation or for grappling with the great issues of his time. He almost never reads a book. "I doubt," says one friend, "if Bernie ever willingly spent an evening by himself in his life."

Neither the capitalist villain of Marxist mythology nor the altruistic benefactor of a press agent's puff, Gimbel handles his labor relations with a conspicuous lack of pretentious paternalism. Most Gimbel clerks work against commission, and some in the house furnishings departments clear \$10,000 to \$15,000 a year. But the base pay of Gimbel employees is no higher than the competition—and the unions—compels. Gimbel Brothers has no pension or profit-sharing plans for its rank and file. Gimbel explains his political record (four votes for Franklin Roosevelt) by saying, "A lot of these fellows are always trying to elect a man they can control. I prefer to get behind a man who can be elected and take my chances with him afterward."

During the celebration of the Gimbel centenary in 1942, his top subordinates presented Bernard Gimbel with a plaque praising

CONTINUED ON NEXT PAGE

Match your Gift Accessories with Match-Mates by Rumpp



MATCHING LEATHERS
MATCHING COLORS
MATCHING SMARTNESS

Sparkling gift ideal Wallet, Letter Case and Key

Case for him... in matching lustrous leather for

fashion correctness. A wide selection of handsome leathers and colors to choose from. Illustrated, in California Saddle Leather:

Wafer-thin wallet, \$6.50*, Letter Case, \$7.50*, Key Case, \$3.50*.

See them at your Rumpp dealers

together with Smart-Sets for ladies.

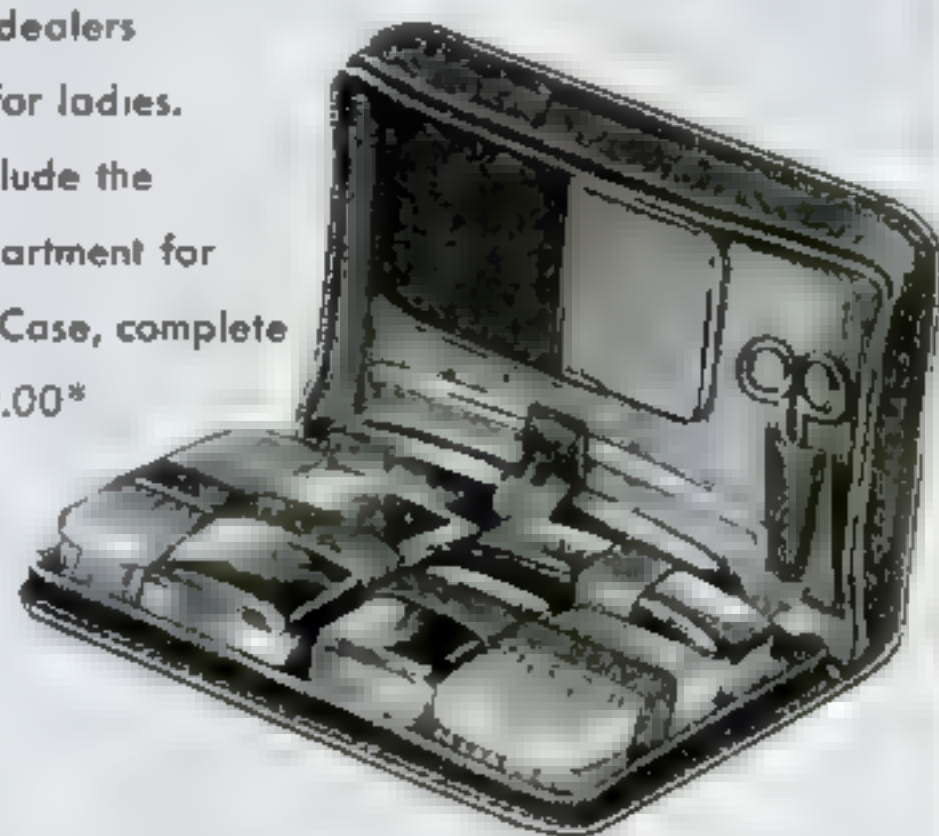
Other Rumpp favorites include the

Manikit, with hidden compartment for

cuff links, \$12.00—Toilet Case, complete

and compactly fitted, \$29.00*

*Plus Tax



99th YEAR OF LEADERSHIP



C. F. Rumpp & Sons
Phila. 6, Pa.

ALBA

Presents the *NEW*
Multi-twist
15 DENIER NYLON STOCKING

Research has developed a
new technique of twisting the
single thread of nylon yarn
before knitting... to produce
a better stocking...

More Resistant to Snagging
No Shine... Duller
Finer Straight Seams

AFTERGLOW... A DARK TAUPE
HICKORY... A NATURAL BRICE
OAK... A MEDIUM BROWN

Someone is looking at your legs

81 GAUGE
15 DENIER

*150

AT BETTER
STORES
EVERYWHERE

PILOT FULL FASHION MILLS, INC., VALDESE, N. C.

Fine Watches
since 1791

If you are planning to give, or own a fine watch,
why consider anything less than a Girard
Perregaux—famed for accuracy, distinguished
for beauty for over a century and a half. And
you'll find these watches so modest in price!

GIRARD PERREGAUX

(A) 14 Kt. Gold, \$71.50 (B) 14 Kt. Gold, \$71.50, 14 Kt. Gold Filled, \$57.50 (C) 14 Kt. Gold,
\$100, 14 Kt. Gold Filled, \$57.50 (D) 14 Kt. Gold, \$100, 14 Kt. Gold Filled, \$65.00.
All 17 jewels... Prices include Federal tax. Others from \$40 at selected jewelers.
Girard-Perregaux Watches, 30 Rockefeller Plaza, New York 20 • In Canada: Hamilton, Ont.



FULLBACK GIMBEL was a 1904-05 University of Pennsylvania star.



FISHERMAN GIMBEL, in 1934, got this sailfish. He also got seasick.



FIGHTER GIMBEL, heavyweight champion at Pennsylvania, still boxes to keep weight down. In 1925 (above) he worked out with friend Gene Tunney.

BERNARD GIMBEL CONTINUED

his extraordinary "combination of strength and gentleness." "Bernie's reputation for honesty and fair dealing is unsurpassed," testifies President F. M. Flynn of the New York *Daily News*. To Gimbel, good repute is the most essential of business assets. The keynote of his career is what he himself calls "enlightened selfishness." The qualifying adjective merely means that, like a lot of his business contemporaries, he has recognized that in the long run it simply does not pay to fleece the customer, or starve the help, or try for fast fat profits.

It took a long time for many Americans to realize that Bernard Gimbel was a businessman at all. He first came to wide public notice in the 1920s as a member of the "international sporting set." He made news with such exploits as the hiring of a private railway car to take his friends to a big fight and having the *Vulcania* make a special stop at the Adriatic island of Brioni (now Marshal Tito's summer playground) to let the Gimbels visit friends. The good-looking Mrs. Gimbel and her twin girls shortly became sports figures in their own right as they skimmed the hurdles of fashionable horse shows astride the famous Gimbel jumpers. With this lavishly publicized background, it was natural to assume, as many people did when Bernie Gimbel succeeded his father as president of Gimbel Brothers in 1927, that he owed his promotion to his family connections.

The facts are quite different. Bernard Gimbel's father and uncles had little to do with his elevation to the presidency of what already had ceased to be solely a family firm. On the contrary, his extraordinary energy and abilities are largely responsible for building the business to its present magnitude. In 1907, when young Bernard started work in it at 21, Gimbel Brothers sold about \$15 million worth of goods. Twenty years later, in prosperous 1927, when Ber-



says EVELYN KEYES, Columbia Pictures star, co-starred with DICK POWELL in "MRS. MIKE" • Released thru United Artists

When I was filming "Mrs. Mike," we actually used real snow on the sets. Huge machines were brought onto the set which ground great cakes of ice into streams of snow. While the rest of the country was sweltering in summer heat, I spent day after frostbitten day in sub-freezing temperatures...



In scenes like this, with Dick Powell, my hands almost froze...



And in another scene my hands were in soapy water for hours...



But Jergens Lotion kept my hands from becoming rough and chapped



... And made them soft and lovely for romantic close-ups...



Being a liquid, Jergens Lotion is quickly absorbed by thirsty skin...

CAN YOUR HAND LOTION PASS THIS "FILM TEST"?

To soften, a lotion should be absorbed by upper layers of skin. Jergens contains quickly-absorbed ingredients doctors recommend — no heavy oils that merely coat skin. Proof? Water won't "bead" on hand smoothed with Jergens (left hand) as with a lotion that leaves a heavy, oily film (right hand).

Prove it to yourself by making the easy test described above...



Discover why Jergens Lotion is my beauty secret...

Jergens Lotion

used by more women than any other hand care in the world still 10¢ to \$1 plus tax

And is used by Hollywood stars 7 to 1 over other hand cares.

nard Gimbel became its president, the company had a \$123,595,549 sales volume and a \$1,658,535 profit before taxes. Last year, the 21st of his presidency, Gimbel Brothers sold \$307,289,788 worth of goods and showed a before-taxes profit of \$14,678,217.

The Gimbels' empire really came out of a peddler's pack. It was carried on the back of Bernard's grandfather, Adam Gimbel, a sturdy young Bavarian immigrant who landed in New Orleans in 1835, aged 20, with \$5 in his pocket. After seven years of peddling his wares up and down the midcontinental rivers, Adam had saved enough to open a small trading post, grandiloquently named the Palace of Trade, at Vincennes, then a frontier town on the Wabash in Indiana.

Aside from hoary legends like the one that old Adam could bend a half dollar in his powerful fingers, the Gimbels (a notably unsentimental clan) now remember little about the founder of the family fortunes. What is remembered is characteristically pragmatic. In the days when a merchant's stature was measured by his ability to drive a sharp bargain with each customer, Adam Gimbel astounded Vincennes by establishing a policy of one price for all. And while other merchants were letting the buyer beware, he posted in his Palace of Trade a sign which read, "If anything said or done in this store looks wrong or is wrong, we would have customers take for granted that we shall set it right as soon as it comes to our knowledge. We are not satisfied unless the customers are." The Palace of Trade satisfied its customers and grew until it occupied four buildings, one on each corner of Vincennes' main square. Thus early in Gimbel history did the practice of "enlightened selfishness" start proving itself.

Adam Gimbel sired 14 children; 10 were boys, and seven grew to manhood. Bernard Feustman Gimbel, elder son of Adam's second son Isaac, was born in a modest clapboard house in Vincennes on April 10, 1885. Two years later Isaac and his six brothers, having learned their father's business from the floor (which they swept) up, organized the firm of Gimbel Brothers and opened a store in Milwaukee.

"A very dangerous fellow"

PONY-RIDING and rat-shooting are Gimbel's most vivid memories of his Milwaukee childhood. He was 9 when the prospering brothers Gimbel struck eastward, buying the Granville B. Haines store in Philadelphia. Young Bernard attended old Penn Charter School, where he played football, began to box and won tests of strength. At the University of Pennsylvania, where he enrolled in the Wharton School of Finance and Commerce, he starred in the roughest sports: he played football and water polo and became a wrestler and boxing champion. His great regret of college days is that he narrowly missed making Phi Beta Kappa too. In later years he found some solace in the fact that his athletic prowess allowed him to box with such ring greats as "Philadelphia Jack" O'Brien, Bob Fitzsimmons, Stanley Ketchel and Jack Johnson. Gene Tunney, whom he discovered when they began sparring in 1919, remembers his friend as "a very dangerous fellow" in the ring, with a punch harder than that of most professionals he met. Still an enthusiastic fight fan, Gimbel has been a director of Madison Square Garden since 1929 and board chairman since 1947.

After college Bernard Gimbel followed the family tradition by setting out to learn the business. He began on the receiving platform of the Philadelphia store. But his rise through the ranks was uncommonly swift; he was made vice president in 1909. The next year, staking everything they had, the Gimbel brothers plunged into the most fiercely competitive of U.S. markets: New York City, where Macy's was already 52 years old.

Almost at once young Bernard displayed his canny and calculated daring. For all their courage, the senior Gimbels unanimously turned thumbs down when the Hudson & Manhattan R. R. Co. offered to sell, for \$9 million, the store site at Broadway and 33rd Street which Gimbel Brothers was renting for \$655,000 a year. Only Bernard wanted to take the risk. With the support of two of his father's closest friends, Sears, Roebuck's late Julius Rosenwald and Thompson-Starrett's Louis Horowitz, he won over his elders. The result was the first of the highly profitable real estate and financial deals which have distinguished his career. One of the latest, his decision in 1940 to buy the building and site of the Gimbels Pittsburgh store, has already saved his company \$6 million.

Time tested and tightened young Bernard's grasp of the fast-expanding business. In 1922, largely at his urging, Gimbel Brothers ceased to be a family firm and brought in fresh capital with a public stock offering. In 1923, sitting on a coffin in the baggage car half of a crowded smoker while returning from a weekend on the Jersey

CONTINUED ON PAGE 113

Gift Suggestions
FOR A MEMORABLE CHRISTMAS

These are just a few of the many exquisite gifts by Forstner you will find at your jeweler's. The jewelry illustrated is in 12-14 Kt. Gold Filled and Sterling Silver.

Attractively gift boxed—Prices start at \$4.00 Fed. Tax Incl. At better stores everywhere.

Forstner
JEWELRY MADE IN U.S.A.

FORSTNER, IRVINGTON, N.J.



"I was curious..."



I tasted it...

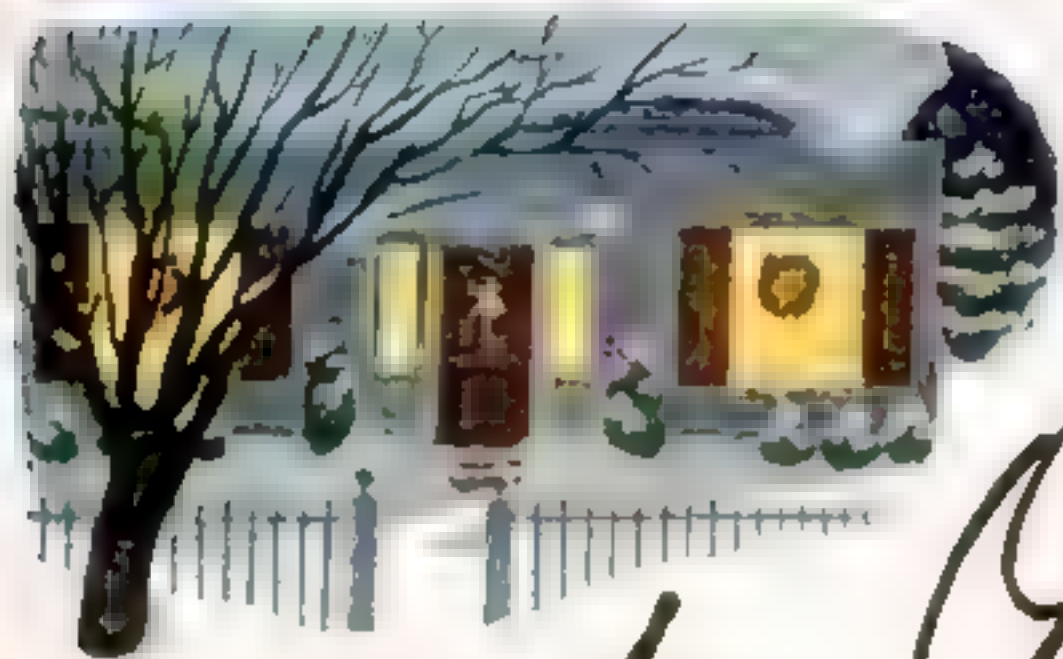


Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



© 1948, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.



"My Own Personal Emerson"

Here's GIFT Idea No. 1 this Christmas — the smartest home-happiness idea in years!

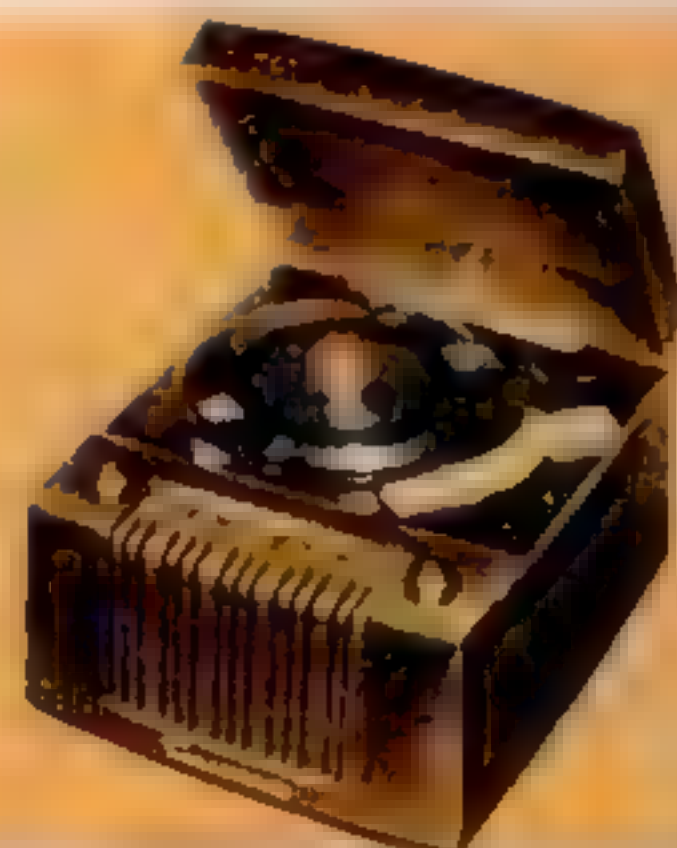
With Emerson's sensational new low prices, you can now present to each member of your family the personal pleasure of a *Personal Emerson Radio* and enable all the family to enjoy the programs they want, *when they want them!*

There's a marvelous variety of new 1950 models to choose from — for every purse and every purpose. Only Emerson, world's largest maker of home radios, offers you so much for so little!

For all the important names on your Christmas list, the gift of an Emerson is the gift of *Personal pleasure* for years to come!



Famous "Fan-Teena" . . . powerful 3-Watt Portable for AC-DC or battery use with amazing new antenna that swings out like a fan for long range reception. Just 6 1/2" high. Plays everywhere. Less batteries, costs only . . . \$29.95. Model 613



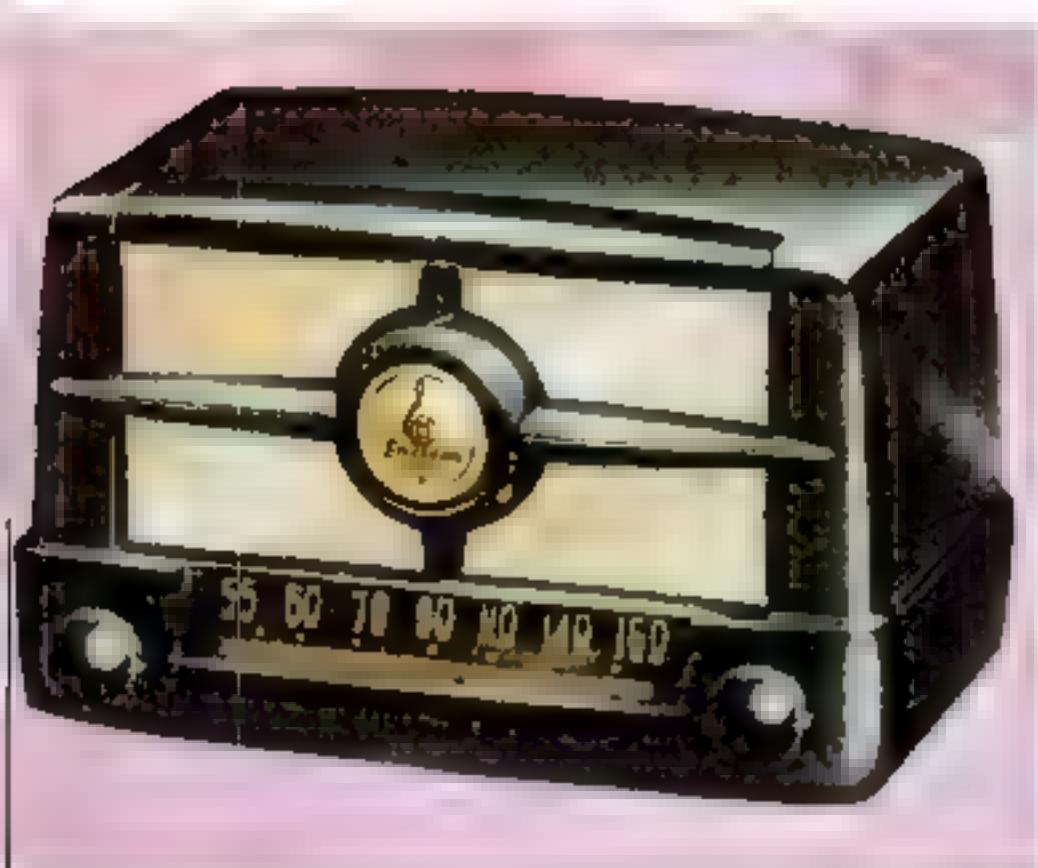
"Budget" Marvel . . . smallest phonograph ever! Only 7 1/2" x 10" x 4" wide. Plays up to ten 45 rpm records on fastest changer ever built. Shock-proof tone arm, automatic reject button. Magnificent tone. Just \$19.95. Model 603



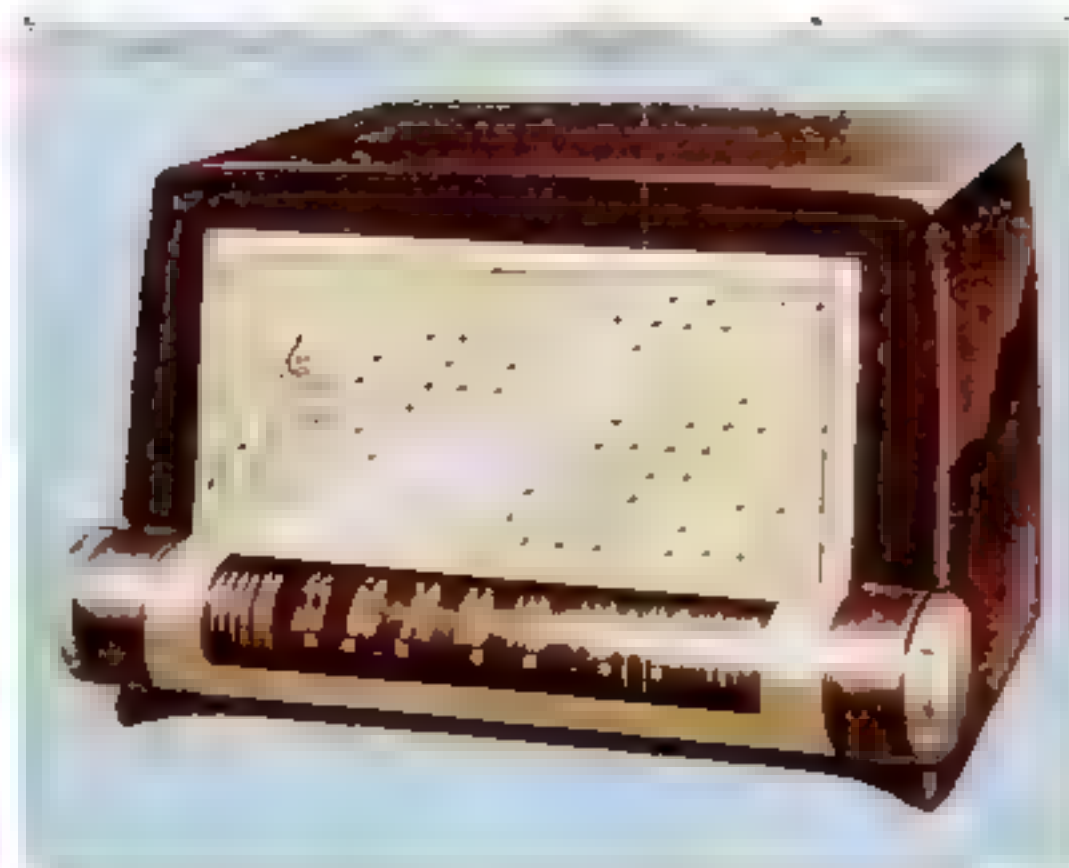
FM "Conqueror" . . . genuine cost of performance! Frequency Modulation receiver. Superb, compact & static-free tone. Built-in FM Power Line Antenna. Magnificent plastic cabinet. A new experience in radio enjoyment . . . \$29.95. Model 6620

Emerson

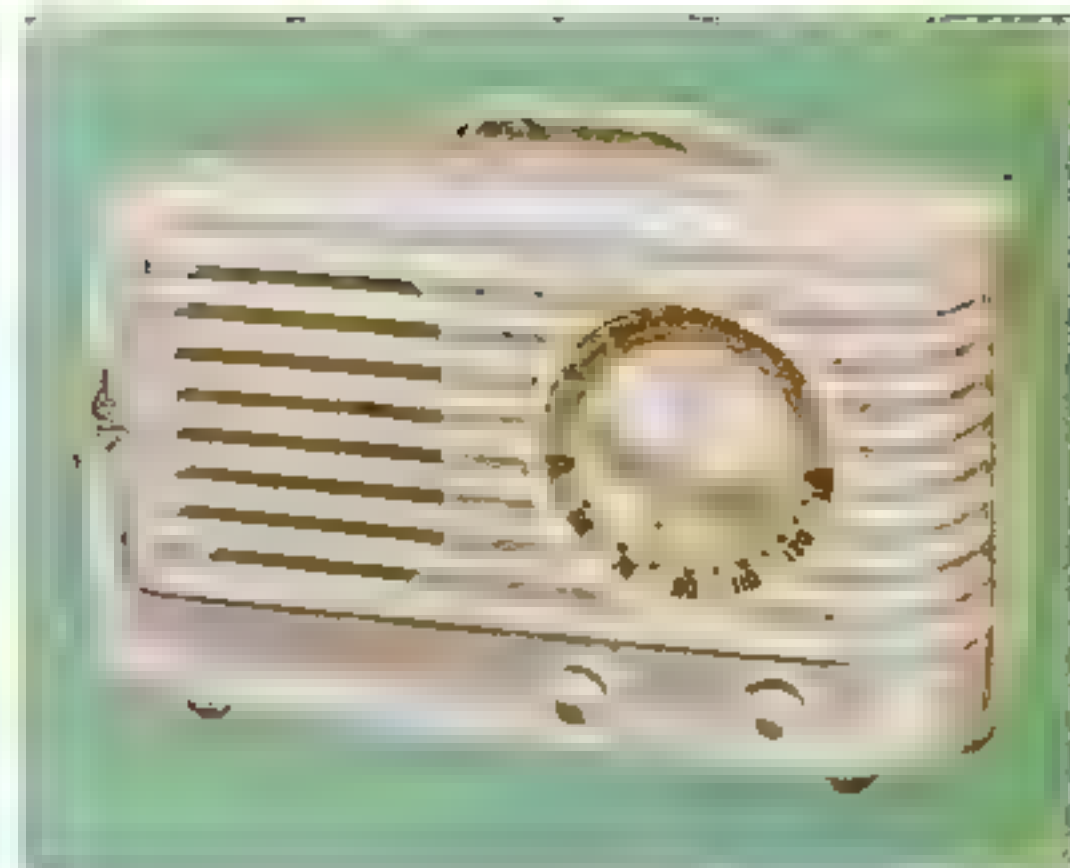
EMERSON RADIO AND PHONOGRAPH CORPORATION



Designed for Pleasure . . . unmatched tone, power, range and *value*! Improved superheterodyne circuit. Supersensitive built-in antenna. Just plug in and play. AC-DC. Smart plastic cabinet in Ivory, \$19.95; Ebony, \$14.95. *Model 587*



At Home in Any Home . . . this stunning, lustrous plastic cabinet. Recessed controls. "Sealed Unit" Dynamic Speaker brings rich, lifelike tone. Powerful built-in Super-Loop Antenna. Smooth, precision tuning. AC-DC . . . \$19.95. *Model 610*



Handy "Carry-Case" . . . sturdy, smart utility radio that serves well in any room. Easy-to-carry handle. Concert fidelity tone. Emerson circuit design eliminates hum and interference. Big, built-in antenna. AC-DC . . . \$24.95. *Model 581*



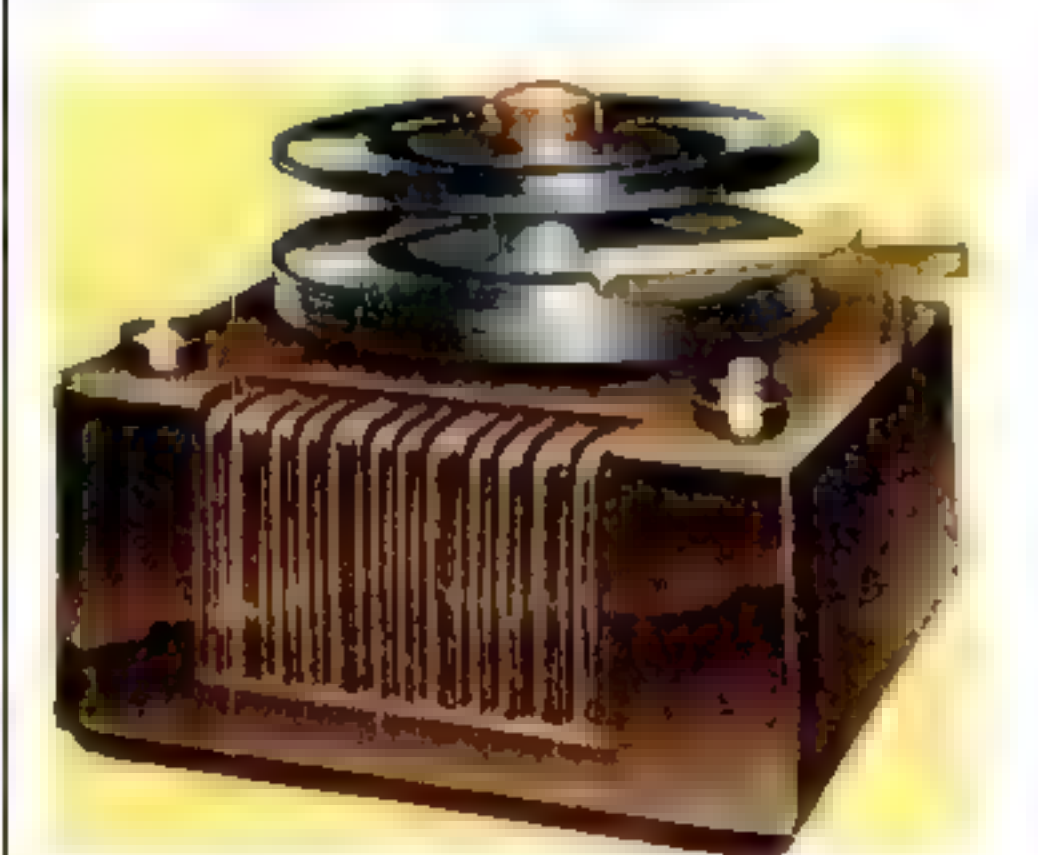
"Briefcase" Portable . . . extra sensitive for use in every location. Operates on AC, DC, and long-life battery pack. Beautifully contrasted cabinets in Tan-and-Sand or Sand-and-Tan. Compact and lightweight. Less batteries . . . \$34.95. *Model 575*



Baby Grand . . . FM-AM masterpiece. The pure, deep velvet tone quality of a costly console at a fraction of the price. Full Frequency Modulation (FM) band, full Standard (AM) radio. Luxurious listening pleasure, only . . . \$49.95. *Model 556*



3-Way Portable . . . AC, DC, and battery pack. Elegant alligator-grained cabinet of polished plastic. In Maroon, Green or Sand. Circuit designed for lower battery drain. Light, compact and powerful. Less batteries . . . \$24.95. *Model 559*



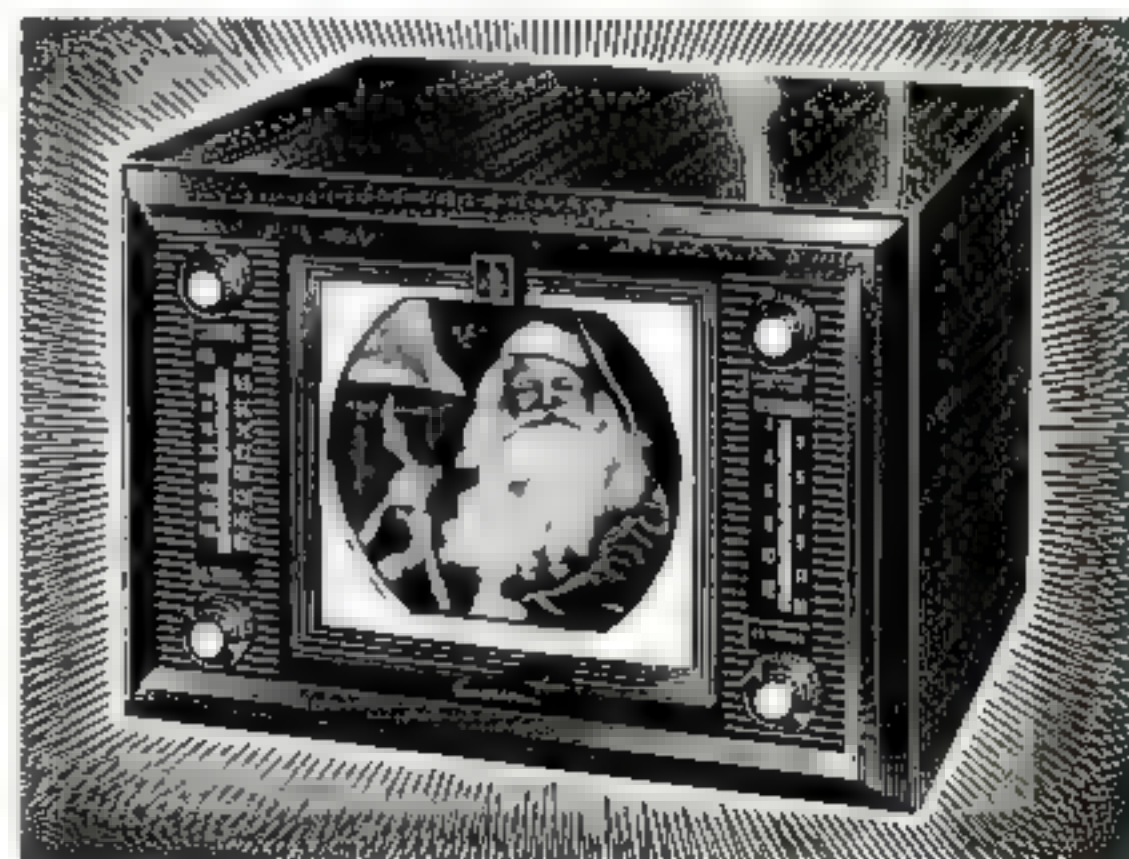
45 RPM Record Player . . . with built-in speaker for magnificent plug-in-and-play performance. Has tone control, micro-groove needle. Plays up to 50 minutes. So compact you can take it wherever you go. Needs no attachments. Only \$39.95 *Model 590*

More and more Independent Television Service Men say "Emerson Is Your Best Buy"

**FOUR-IN-ONE
FOR THE PRICE OF ONE**
Imagine, in this *single* compact EMERSON receiver you get... 1. Giant size 10" Long Distance television; 2. Full FM radio; 3. Full AM radio; 4. Plug-in and dial control for attachment of any-speed record player.

Inspected and tested 225 times for dependable performance and long life. Far and away your greatest buy in television... New 1950 Model 621. No Outdoor Antenna Necessary in Most Localities

ONLY \$269⁵⁰



Emerson  **Television**

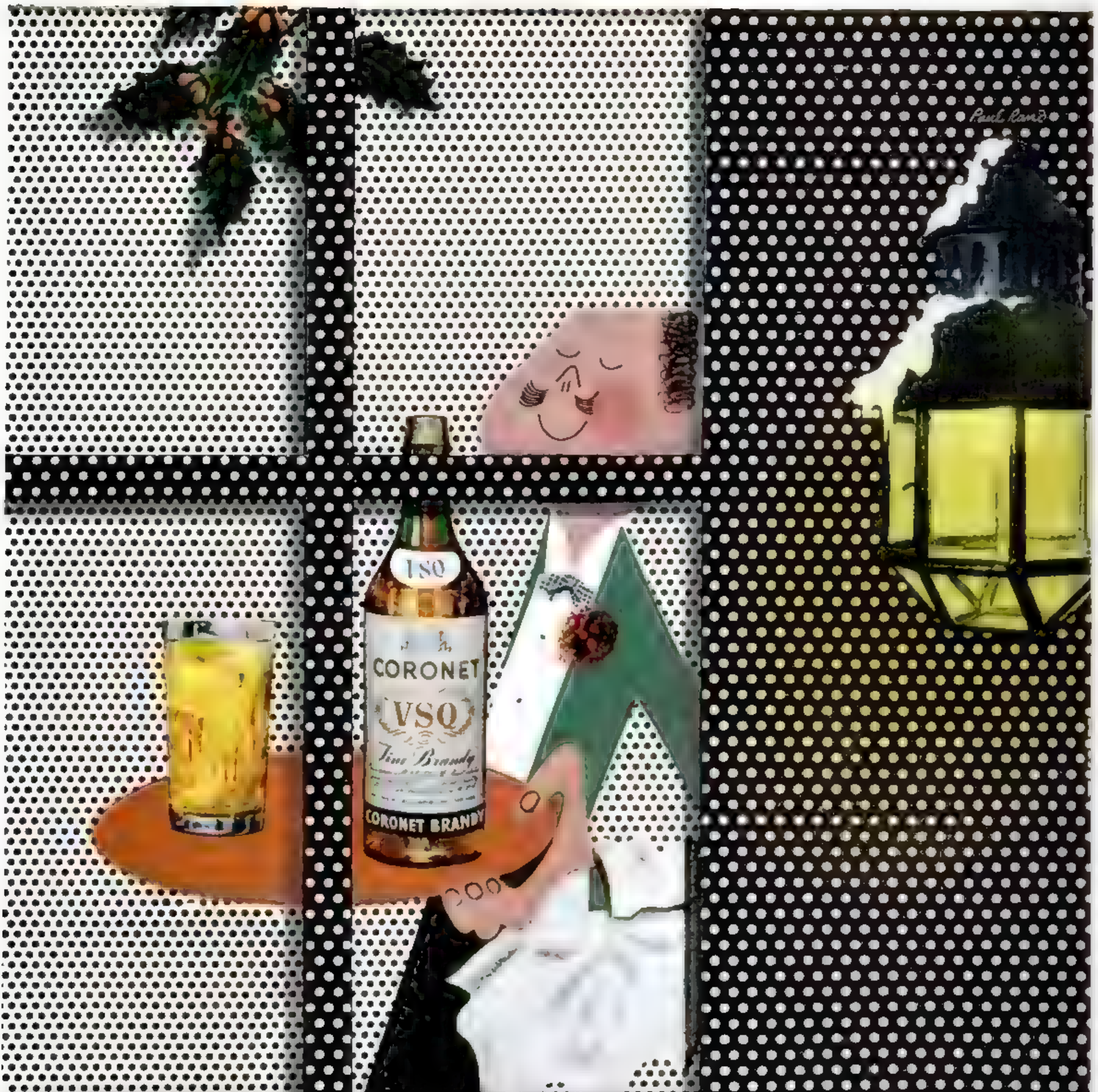
FOR BETTER VISION, STYLE, TONE, PERFORMANCE, VALUE . . . Emersonize Your Home

**Radio and
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CORONET brandy
for lighter, more cheerful highballs

Write today for Coronet's free recipe booklet, "29 ways to use Coronet V.S.Q." Brandy Dist. Corp., 350 Fifth Ave., N.Y. 1.

California Grape Brandy 84 proof.



"BILLION-DOLLAR GLEE CLUB," here shown rehearsing for television show, brought Gimbel into harmony with fellow executives. The singers are (from left to right), front row: Macy's Jack Straun, Conductor Fred Waring, Pepsi-Cola's Walter Mack, Coca-Cola's Jim Farley, Gimbel's Gimbel. Back row: Sheffield Farms' F. J. Andre, N.Y. Boxing Commissioner Eddie Egan, Madison Square Garden's John Reed Kilpatrick, Schenley's Lester Jacoby.

BERNARD GIMBEL CONTINUED

shore, Bernard Gimbel closed the deal with Horace Saks, his close friend, that was to send low-priced, mass-merchandising Gimbels into the dizzy world of high fashion. Saks was then making a fat million-dollar yearly profit before taxes at the Saks & Co. store on 34th Street, in the Broadway block between Gimbels and Macy's. But he, too, was expansion-minded and needed fresh capital to finance his plan for a new store on Fifth Avenue. Gimbel Brothers could raise the money. Against considerable opposition from both their families, the two friends joined forces. In return for \$8.1 million of Gimbel Brothers stock, Saks & Co. became a Gimbel subsidiary. In 1925, the year after the new Fifth Avenue store opened, Horace Saks died and the store was turned over to Adam Gimbel (whose wife Sophie is the store's famed dress designer). Since then Saks Fifth Avenue has become the nation's largest purveyor of luxury goods. It was chiefly Saks profits that carried the parent company through the worst years of the depression.

When Isaac Gimbel became paralyzed after being thrown from a horse in 1925, Julius Rosenwald, then Gimbel Brothers' dominant stockholder, chose Bernard to succeed his father. Shaving a rental here and a mortgage premium there, the new president led the company safely through the red depression years, and in 1934 brought it back into the black.

His next great coup came with World War II. With faith in his private sources of information and his own strong hunch, Gimbel decided, against the advice of a numberless array of self-appointed experts, that it was going to be a long war. Promptly borrowing over \$20 million, he began stocking up heavily on consumer goods likely to grow scarce. This big Gimbel gamble paid off richly; among other items, Gimbels' \$3.5 million inventory of nylon and silk stockings lasted well into 1943. By 1944 Gimbel Brothers was selling \$194.5 million worth of goods annually and became, for the first time, the volume leader in its field. "Bernard Gimbel," declared *Fortune* the following year, "has become the top merchant of the U.S."

In sport and fun, tireless Bernie is much the same personality as Gimbel, the triumphant enterpriser. Golfer Gimbel strides from tee to green with the same driving will to win that marks rivalry with Macy's. He doesn't always win, however. Bobby Jones, pocketing his winnings after a profitable round with Gimbel, once remarked happily, "My favorite opponent is a fellow with a lot of dough and a fast backswing." But Bernie cheerfully pays the price to keep alive the hope of turning in one more card below 80. One day last summer he was overjoyed when, for a tournament at the Century Country Club near his home, he drew the club champion as a partner. Eagerly he spoke of rest, training, practice for the great occasion. Then, a day or two before the battle, came catastrophe: the champ was on the telephone, calling it off: "My uncle is very ill in Boston, and I've got to go up." Beneath this blow Bernie Gimbel as usual refused to bow. "If your uncle is very ill," he countered, "there's really not much you can do for him up there, and there's a hell of a lot you can do for me here."

Possessed of a heroic appetite for good food and good drink, Gimbel takes heroic measures to counteract it. When vacationing in Miami Beach he regularly sets out at 6 a. m. for a vigorous session of golf, bundled in weight-reducing long woolen underwear, two sweaters and a jacket. During the depression, when every day

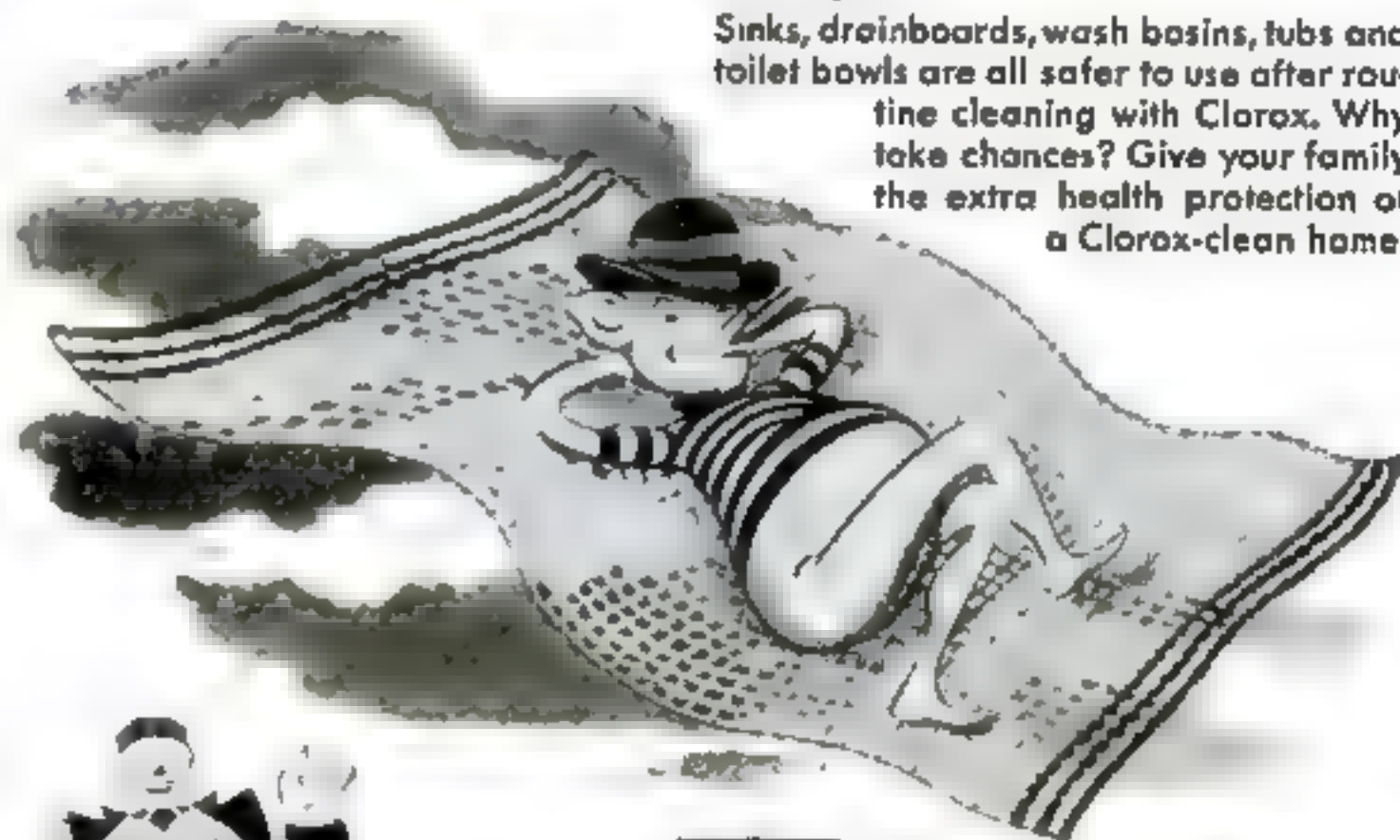
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Don't let your dishcloth be a 'carrier' for germs!



LABORATORY tests show that dishcloths often serve as germ "carriers." They can easily transfer harmful germs to eating utensils. It's a good health habit to give your dishcloth a Clorox bath regularly. For Clorox not only whitens and brightens, removes stains and deodorizes... it makes your dishcloth sanitary, too!

Sinks, drainboards, wash basins, tubs and toilet bowls are all safer to use after routine cleaning with Clorox. Why take chances? Give your family the extra health protection of a Clorox-clean home!



You get these **2 BIG** with **CLOROX**

1. GENTLER BLEACHING ACTION
...longer life for linens!

2. GREATER DISINFECTING EFFICIENCY
...added health protection!

Clorox conserves costly linens and does a better job of disinfecting because it's free from caustic and other harsh substances... made by an exclusive formula protected by U.S. patent!

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Jayson
BING CROSBY
CASUAL SHIRT

Bing's own casual shirt with luxurious single-needle tailoring by Jayson in rich, lustrous gabardine. Vat-dyed and hand washable, in a wide range of soft pastel colors. Adjustable 2-button cuffs. Inverted back pleat. Individually gift packaged. The Perfect Gift! \$7.95. Jayson sportswear from \$3.95.

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"CHICAGO DEADLINE"

A Paramount Production

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"RC
tastes best!"



"The three leading colas were served to me in paper cups. I tasted them, and one was outstanding for fine flavor . . .



"My taste-test winner turned out to be Royal Crown Cola. That's why I now serve RC at home regularly."



Save while you enjoy the best. Get RC . . . 2 full glasses in the big bottle, and it's proved best by taste-test!



Only RC gives you all 3!

- (1) Cool refreshment
- (2) Two full glasses
- (3) Best by taste-test flavor



"MILLIONAIRE STRAPHANGER" Gimbel rides subway to save time. This keeps him in close touch with customers of his low-price New York stores.

BERNARD GIMBEL CONTINUED

brought shocks enough to shake his prized mental-physical balance, Gimbel regularly went out before breakfast to run four to six times around Chieftans' half-mile horse track.

Gimbel's friends incline to think that he overdoes the physical fitness business. One of his regular fishing companions, Stanton Griffis, who was recently appointed ambassador to Argentina, complains, "The only trouble with Bernie is that he still thinks he's 18 years old and heavyweight champ." He still starts his day zestfully at an early hour and ends it around midnight or later. Half-seriously, he says he can explain his success only on the grounds that he takes some three hours' less sleep than the average person: "I've been doing that for about 25 years now. That puts me 25,000 hours ahead."

As on the golf links, so through the aisles of his store Gimbel is a marathon walker, surveying counters and customers alike with sharp, appraising pride. He knows his merchandise well enough to spot a Saks Fifth Avenue evening gown at a party (and say to the wearer, "That's one of our dresses, isn't it?"). But he flatly asserts, "I'm not a great merchandiser like my father. I know the different manufacturers and what they produce. But nobody can be an expert on all the things a big department store sells nowadays. Some store heads pretend to be. They're bluffing."

For the bigtime merchant, constantly risking millions in the purchase of goods to be sold at some future date, it is more important to keep a hawklike watch on trends in public taste and general economic conditions than to be a merchandise expert. Gimbel spends most of his early-morning hours reading newspapers and magazines, with special attention to advertising, particularly that of his competitors. He gets Sunday papers from all over the country to check his out-of-town stores' advertising. "I have read more advertising," he believes, "than anybody else in the U.S." He remembers, down to specific figures, what he reads. The rest of his voluminous information about current merchandising trends he gets at firsthand by diligent, endless questioning. He is wise enough not to confine his inquiries to men of fame and fortune. He is apt to come back from his barbershop and tell his assembled store heads, as he did recently, "My barber says he's having a hard time getting along, with prices up the way they are. He's a sensible fellow; makes around \$2,500 a year. If he's having trouble, a lot of other people must be too. You boys had better go home and see what you can do to help them out." To keep the common feel, Gimbel rides the subway at least once a day.

The same sane understanding of human nature shows itself in Gimbel's choice and handling of his own executives. The Gimbel art of delegating real responsibility to his subordinates reflects a carefully thought-out business philosophy. No chain-store man, Gimbel believes that the stores prosper best when each adapts itself to its own community's tastes and habits. This, he long ago concluded, could never be accomplished if local store heads acted as mere executors of orders issued arbitrarily from New York. Each store head must be an active, articulate, respected member of his community—free to express his knowledge in his business practice. To this end Gimbel encourages generous Gimbel contributions to local charities and sponsorship of such goodwill projects as the Gimbel art contests in Pennsylvania and Wisconsin, and the University of

CONTINUED ON PAGE 118

PAIN

of headache, neuritis
and neuralgia

RELIEVED

incredibly fast
the way thousands of physicians
and dentists recommend—

ANACIN

Here's why

Anacin is like a doctor's prescription. That is, it contains not one but a combination of medically proved ingredients. Get Anacin Tablets today.



DOCTORS AGREE MENTHOL

IS IMPORTANT IN
RELIEVING COLDS

LUDEN'S CONTAIN MORE MENTHOL
THAN ANY OTHER COUGH DROPS

Try the extra menthol in Luden's
Cough Drops. See how quickly you
get relief. Buy a pack today.



MAN'S BEST LAXATIVE

Grows in Fields
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Folks who need help in keeping regular should look to herbs and roots—for the help provided by Nature. 10 such herbs and roots, scientifically compounded, are found in Nature's Remedy, NR Tablets. Countless thousands of folks have found an NR at night the best way to assure regularity in the morning. So gentle, no griping. It is wonderful—leaves you feeling refreshed, invigorated. Try NR at our expense. 25 tablets 25c. Buy a box at any drug store and try it. If you are not completely satisfied, return the box and unused tablets to us. We will refund your money plus postage.

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FOR BEST RESULTS SHAVE WITH..



No brush
No lather
No rub-in



The Stockmeyers believe that a good way to teach their children money management is to give them practical experience. Thus Lona, second from left, keeps a flock of Plymouth Rock chickens —assisted by Paul, Ted and Carol. Eggs not consumed by the family are sold to the neighbors.

At the present time, the Stockmeyers own common shares of several companies listed on the New York Stock Exchange.



"Their future is in our hands..."

that's why investment in income-producing common stocks is a part of our family's financial program."

Wayne O. Stockmeyer WAYNE, MICH.

"When a man has four wonderful youngsters to bring up and educate as well as he possibly can, his *personal financial program* takes on an importance second to nothing else," says Mr. Stockmeyer of Wayne, Michigan. "This is especially true when he is in business for himself, as I am, and has to build his program from rock bottom—without benefit of social security, unemployment insurance or company pensions.

"Even before our first son was born, my wife and I decided to start a 'fund for the future.' We put aside every dollar we can spare, and we invest these dollars regularly where they will *work for us*... a good part of them in long-established, dividend-paying companies whose stocks are listed on the New York Stock Exchange.

"We make our investment selections carefully, and receive a gratifying return, in the form of dividends, from them. This year, for example, our stocks are paying us better than 6%, on the average. We have profited also from increases in the market values of our securities. Our fund is growing steadily...and faster, we believe, than it would invested in any other way."

Invest wisely... through a Member Firm of the

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Proud of their home, and of Wayne, the family is active in community affairs. Mr. Stockmeyer is a member of the Wayne School Board and a director of the local Community Fund.



In discussing investment, Mr. Stockmeyer says: "Certainly we recognize the risk in ownership of common stocks—the same risk you have in ownership of any form of property, including real estate which is my own business. That's why *factual information* is so important to investors."

YOU AND YOUR INCOME — Income-producing investment opportunities, available in the dividend-paying stocks on the New York Stock Exchange, are attracting the interest of people with surplus funds. Current yields and other factual information needed in evaluating securities may be obtained at offices of Member Firms of the Exchange.

Yields change as market prices and dividends change. Informed investors keep this in mind. They also bear in mind the many other factors that are continually affecting investment values.

A booklet, "Investment Facts About Common Stocks and Cash Dividends," shows the following average cash yield on all dividend-paying stocks on the New York Stock Exchange for each year since 1940, based on year-end prices (estimate for 1949 is based on recent prices):

1940	1941	1942	1943	1944	1945	1946	1947	1948	(Nov.) 1949
6.1%	6.3%	7.8%	6.1%	5.8%	5.6%	4.8%	5.3%	7.3%	8.6%

This booklet, which lists common stocks with unbroken annual dividend records from 20 to 100 years and separates them according to price groups, may be had without charge from a Member Firm or by writing to the New York Stock Exchange, Dept. L-3, 20 Broad St., N. Y. 5.

Vitalis "LIVE-ACTION" care...



FEEL the difference in your scalp! What a wonderful wake-up glow — when you use Vitalis "Live-Action" care. That's Vitalis and the "60-Second Workout!" 50 seconds' massage with active Vitalis (1) stimulates scalp (2) prevents dryness (3) rids flaky dandruff (4) helps check excessive falling hair. Then 10 seconds to comb and you're all set!

...gives you HANDSOMER HAIR



SEE the difference in your hair! Now see how much neater, handsomer your hair looks — set to stay that way all day! No "patent-leather" shine. Vitalis contains no greasy liquid petrolatum — just pure, natural vegetable oil. For a scalp that feels its best and hair that looks its best, get "Live-Action" Vitalis at any drug counter or at your barber shop.

Many skin specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp. Vitalis stimulates scalp, prevents dryness.



Product of
Bristol-Myers

"LIVE-ACTION"
*VITALIS and the
"60-Second Workout"

BERNARD GIMBEL CONTINUED

Pittsburgh's Graduate School of Retailing. He pays the store heads salaries-plus-bonus, ranging from \$80,750 to \$133,500 a year, which let them live like the leading citizens he expects them to be. Bernard Gimbel, who with his immediate family owns 20-odd percent of Gimbel stock, takes a salary of \$100,000 a year but no bonus; six Gimbel executives earn more than he. Cool reasonableness rules all personal relations with his executives. "He may get a little testy when it looks as though he were going to be late to a prizefight," one former associate testifies, "but he can lose \$2 million without blinking an eye."

Certain decisions, those concerning real estate, finance and other matters of major corporate policy, Gimbel reserves to himself. In addition he sometimes, but only very rarely, breaks his rule against intervening in internal store matters. One such exception occurred when he discovered that a store subexecutive was having affairs with girl employees. Overriding the store head, Gimbel stepped in and fired the guilty man. "We can't have such things," he explains, taking the practical view. "Pretty soon all the mothers in town would be forbidding their daughters to work in our store." Gimbel habitually goes out of his way like this to ascribe business decisions of this kind to practical motives rather than moral principles. He says, for example, that he never knowingly permits shoddy goods to be sold in the stores because a dissatisfied customer is a store's worst enemy; besides, it costs an average of \$2 each to process customers' complaints. He says that it never pays to make a misleading statement in an advertisement because you can't get away with it. He recalls that he cautioned his subordinates against cheating on OPA prices during the war because the government was taking 80% of profits in income taxes anyway and the small additional gain to be made by cheating would not be worth the risk.

He is fond of explaining his public services in the same rough terms. In 1946 he helped avert a threatened subway strike. The next year he accepted the presidency of the New York Convention and Visitors' Bureau, which he still holds. "I'm not public-spirited," he explains. "The subway strike would have kept customers away from our stores, and the more visitors there are in New York, the more customers we'll have."

Friends incline to think that Gimbel deliberately talks the role of cynical money-grabber because he is still trying to live down his early reputation as a sport. Whatever his motive, few people accept him at his own evaluation. Last October he received public recognition of the very special place he occupies in American life when the National Conference of Christians and Jews gave him their Brotherhood Award. It tells a good deal about Bernard Gimbel that this honor came to him though he had never beat loud drums for "racial tolerance" and though, unlike some Jews, he had never loaned his name to shrill, high-powered anti-Semitism campaigns. As someone who knows him well explained, "Bernie has done as much as any single man to allay racial antagonism in this country. He has done it not so much by any direct actions to that end as simply by being the kind of man he is."

In the Marxist book a man like Gimbel is inevitably an exploiter and a would-be monopolist, crushing the spirit of his employees and striving always to swallow up his competitors. But Gimbel's competitors continue to thrive and multiply. And the facts of his life make plain that were he, by some miracle on 34th Street, to wake up tomorrow and find himself boss of all the nation's stores and mail-order houses, he would shortly be the unhappiest man alive. Competition is the life of Gimbel.



AT HOME the Gimbel family circle includes son-in-law Hank Greenberg, now general manager of the Cleveland Indians baseball club. Above, the former home-run king, sitting with his wife Carol and Mrs. Gimbel, exchanges grins with his fond father-in-law, whom he still respectfully calls "Mr. Gimbel."

2,000,000* motorists to be stuck in mud and snow



Don't let this happen to you!

A pair of B. F. Goodrich Mud-Snow Silvertowns on your rear wheels will keep you rolling through slippery snow and miring mud. Their rugged, deep-cleated tread gives you a tractor-like pull—in forward and reverse. And the twin-strip center riding bar gives you a smoother, longer-mileage ride on open pavement. Get your BFG Mud-Snow tires now. Free changeback and tire inspection next spring.

*Estimate based on 1948 report, A.A.A.

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Take Tums—
feel RIGHT!
Relieve acid indigestion,
gas, sour stomach,
almost instantly

10¢
Nifty Roll
3-roll package, 25¢
for the tummy

non-slip

CAT'S PAW
Rubber HEELS & Soles
"FINEST MADE"

T-N-T
POPCORN
for perfect popping

There's nothing like it ... absolutely nothing

The season of matchless moments! The great hurry and utter confusion of the night before... then the gaiety and goodness of Christmas dinner... the visiting with friends and family throughout the holidays. In any and all of these moments, cold BUDWEISER glistens with good cheer and hospitality. Yes, enjoy life, every golden minute of it. Enjoy BUDWEISER, every golden drop of it.

ANHEUSER-BUSCH, INC. . . . ST. LOUIS



Budweiser

There's more Budweiser now—and there will be still more as our vast expansion program continues.

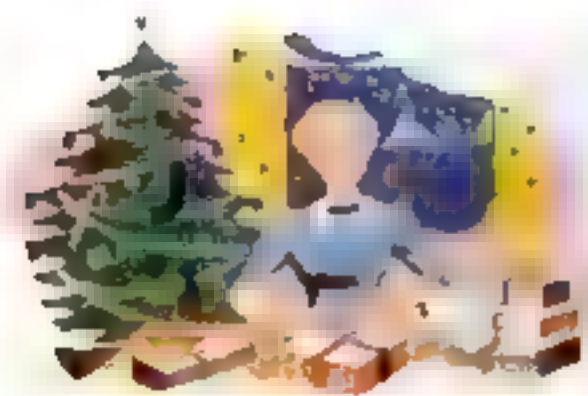


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Make your Christmas Greeting Good Eating---from A+P!

For sensible and satisfying gifts, there's nothing more appropriate than fine foods. They're in the spirit of America's early Christmas giving...when preserves and candy, fruit cakes and cookies, and a host of other good things to eat came from the kitchens of kin and friends to make the holidays happy.

This year, shop your A&P Super Market for food gifts. Wide selections of fresh stocks await your choice. And, as you might expect, prices are as low as A&P can make them...to let you get the utmost for your Christmas budget. Yes, for both your gift-giving and your Yule dinner, values are really *big* at your A&P.



- 1 Sugared and spiced cooked ham, ready to slice, garnished with pineapple and maraschino cherries, gaily holiday wrapped.
- 2 Jane Parker Fruit Cake—crammed full of fruits and nuts—rich, delicious eating for everyone.
- 3 Christmas cookies by Jane Parker—sugar-coated peppernuts...crunchy springerle, and anise drops. Traditional holiday accompaniments—they'll be eaten by the bowlful.
- 4 Famous Warwick Chocolates, in Merry Christmas gift boxes...a variety of tempting centers covered with rich, luscious chocolate.
- 5 Christmas candy in an attractive gift stocking. A mixture to please the youngsters. Ideal for your tree or to hang at the fireplace mantel.
- 6 Best of fresh fruits for Christmas baskets...or for filling stockings. Just the thing for holiday buffet boards and centerpieces, too.

Your A&P has many fine foods for your gift list...Ann Page Preserves and Jellies, novel packs of exciting varieties of cheeses, grand assortments of tidbit treasures like canapes, olives and other good things for sumptuous eating.



Everything is plainly price-tagged at your A&P. You know what each item costs as you select it. And even more, the things you buy have the prices marked right on them.



You get a cash-register receipt at checkout stands. This enables you to review your order at home and know the amount you paid for each item.

P.S. Help us make your A&P the best food market in your community. If you have a suggestion, write to Customer Relations Department, A&P Food Stores, Graybar Building, New York 17, N. Y.

A&P Super Markets





IN STYLE OF THE TIME RAPHAEL'S GOD CREATES EVE FROM ADAM AS THE FUTURE ADAM AND EVE WATCH WITH CAIN AND ABEL

New Raphael comes to U.S.

For centuries this glowing little painting of the Creation of Eve (shown in its actual size above) has lain in vaults and private European collections, virtually unseen by the rest of the world. Long suspected of being an early work of the great Raphael, it was never fully authenticated until it was bought recently by a Swedish woman who commissioned the celebrated authenticator, Giuseppe Fiocco, to examine it. Unquestionably, he said, it is a "jewel" of a Raphael. Hoping to sell it, the owner brought it to the U.S. The asking price: \$100,000, or almost \$1,000 a square inch.



The 12 Mysteries

- 1 Gift for a golfer?** Halls? What brand?
- 2 Fisherman.** A reel? Whackin'? And what type?
- 3 Hunter.** Gun? Shells? How many? ... what gauge?
- 4 Gardener.** Seeds? But what is it he grows?
- 5 Camera fan.** Filters? What kinds and sizes?
- 6 Yachtsman.** A Barometer? Binoculars? Charts?
- 7 Craftsman.** Tools? What is it he needs?
- 8 Music lover.** Records? Classical or lounge wogues?
- 9 Bookworm.** A book of course—but what book?
- 10 Collector.** But what, exactly, does he collect?
- 11 Horseman.** A saddle? Spurs?—but what type?
- 12 He who has everything...** Hardest of all!

The "case" that solves 12 Christmas mysteries!

12 MYSTERIES: What to give 12 different men with different tastes and interests?

Hint: Each of the twelve men likes fine whiskey.

Solution: Just one quick, easy purchase... a case of 12 bottles of Hunter... and all 12 men receive something they really want! For Hunter's subtly different fla-

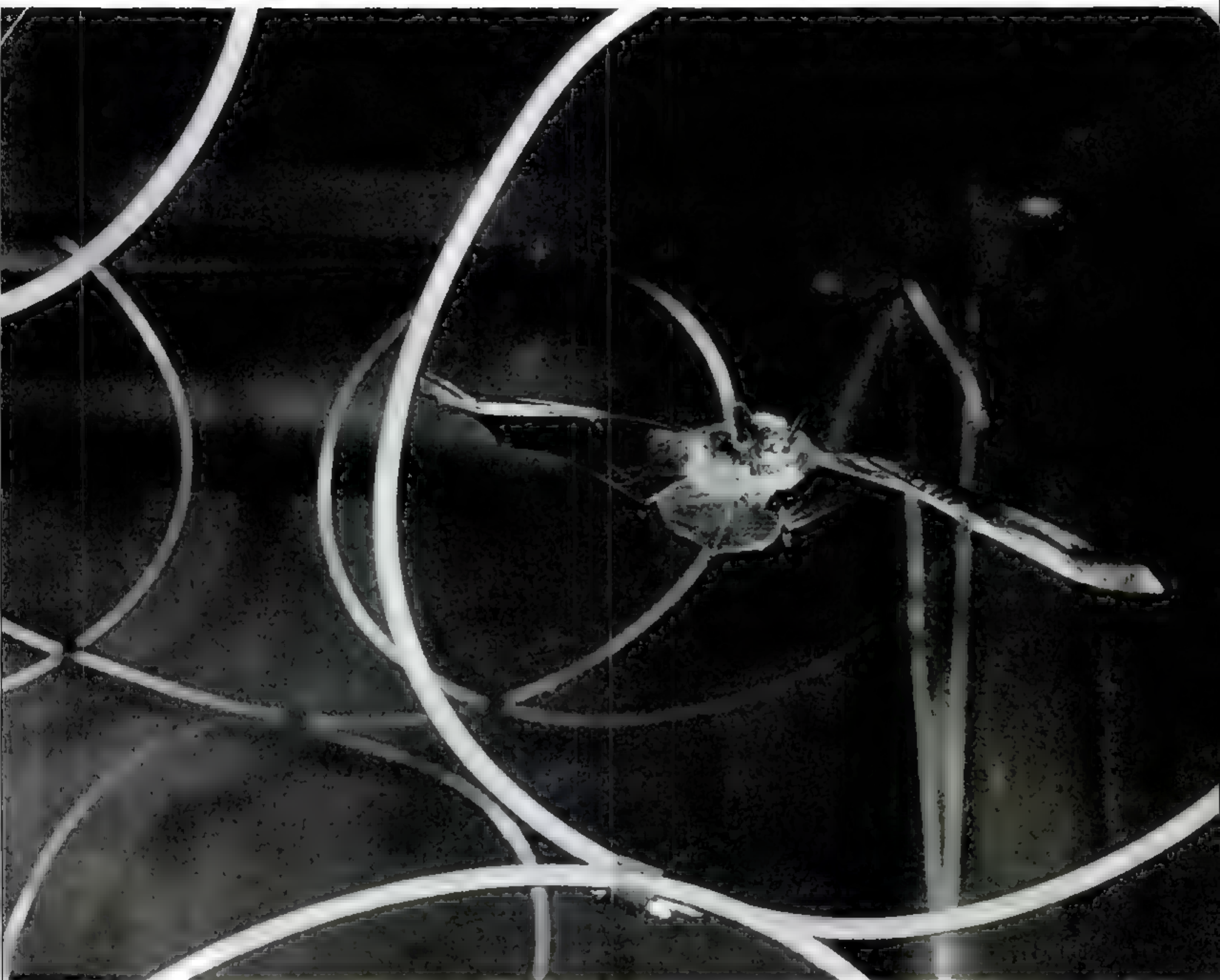
vor gives it the true *distinction* every fine gift should possess. And it's easy to find wherever fine liquors are sold!

HUNTER

SINCE 1860

First over the Bars

ANIMAL REACTIONS



IN DARKENED ROOM ILLUMINATED ONLY AT INSTANT PICTURE WAS MADE, BAT WITH 11-INCH WINGSPREAD AVOIDS MAZE OF 12-INCH LOOPS BY SQUEAKING AS IT GOES

THEY ARE FAR MORE SPECIALIZED THAN MAN'S

A healthy man gets along very nicely with the five senses that God gave him and scarcely realizes that these senses have great limitations of their own. Thus he is very likely to assume that the creatures of the animal world all see, taste, smell, feel and hear in much the same way that he does. Actually, however, the healthiest man has nothing like the vision of an eagle, the tasting powers of a catfish, the smelling ability of a moth or, obviously, the patience of a wood tick.

Only in the last half century has man seriously tried to discover how animals, birds and in-

sects react to the world around them. Gradually scientists have found that some creatures have developed certain of their senses to an almost unbelievable degree, though sometimes to the detriment of other senses. An eagle, for example, has a weak sense of smell but can see a small rodent half a mile away. A gypsy moth can smell the scent of its mate for more than a mile. A catfish is almost blind, but it can actually taste with its whole body. The small blind wood tick, which waits to drop from a branch onto a passing animal, times its drop by a powerful sense of smell and it can wait for its victim, food-

less, for as long as 18 years. Bulls are remarkably quick to spot motion, but even the fighting variety cannot tell red from gray. Katydid's hear with their knees, but in the field of hearing the probable champion is the bat (*above*). Its flight is guided almost entirely by sound: it utters continuous squeaks too high-pitched for the human ear. The sound of these squeaks bounces off objects in its path and the bat, guiding its flight by the echoes, can maneuver through the most complicated maze or darkest cave without brushing a wing. To see more experiments which test animal senses, turn the page.

SMELL

Although the dogfish shark at the right is ravenously hungry, it is passing up its favorite food, a plump squid, because its nostrils are stuffed with cotton. Its sense of smell has developed to such a degree that it largely controls the shark's whole existence. Prevented from smelling, the shark swims aimlessly and cannot find the most obvious food. When one nostril is plugged it will follow smells flowing into the unplugged nostril and will wind up swimming in circles. In many other fish the sense of smell is less developed. The pike depends largely on vibration to locate its prey—when blindfolded it will ignore motionless food nearby and strike instead at the point of a pencil moved through the water. Trout depend mainly on their vision for their food, but to a goldfish the important thing is taste.



LOOKING FOR FOOD, A SHARK WITH ITS NOSTRILS PLUGGED FAILS TO SPOT A SQUID RIGHT UNDER ITS NOSE

VISION

Most birds can barely move their eyeballs; instead they move their heads. As in the case of the pigeon (right), the head has an almost gyroscopic action which is necessary to its balance during flight. The head must stay lined up with the horizon if the bird is to fly. For this reason it is difficult for a pigeon to fly in the dark because it can see nothing with which to orient itself. Most birds have both microscopic and telescopic vision and can see close-up and faraway objects at the same time. Some can gauge depth better than others. Diving land birds must be able to swoop down on ground objects without hurting themselves. Consequently they have developed the ability to adjust focus much more rapidly than sea birds like gannets, which plummet headfirst into the water after small fish.



TRIPLE-EXPOSURE PHOTOGRAPH SHOWS PIGEON'S HEAD IN A VERTICAL POSITION REGARDLESS OF BODY ANGLE

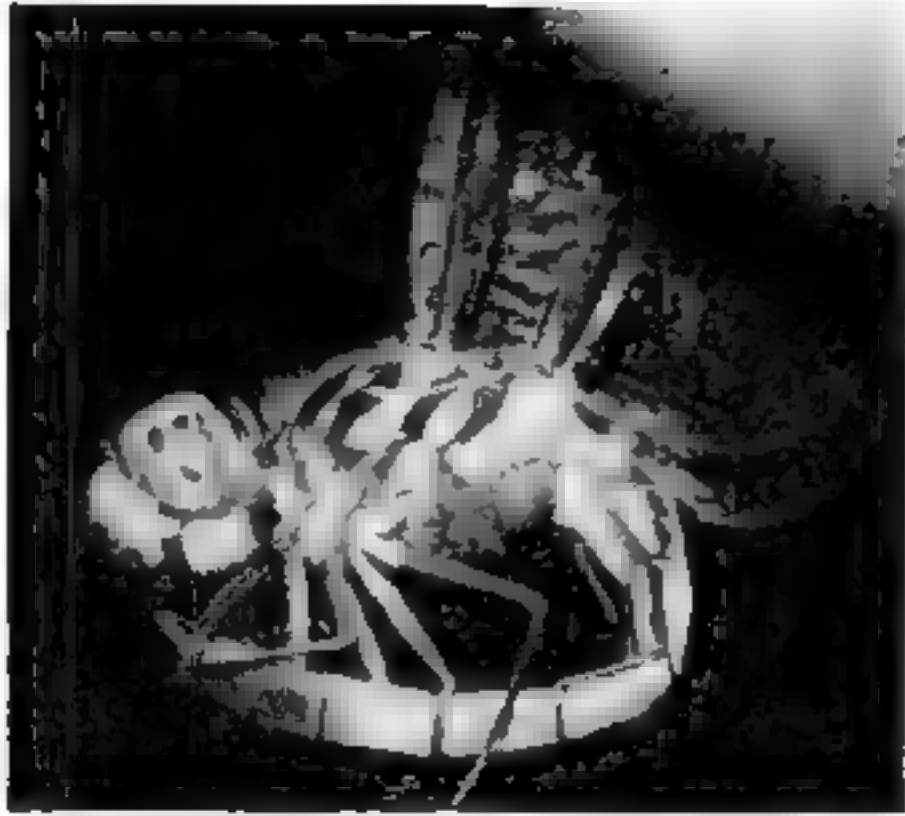
FEELING

One of the most extreme refinements of any of the senses has developed in rattlesnakes, copperheads and water moccasins. They are known as pit vipers because of a depression or pit between the eyes. In this pit is a remarkably delicate organ which acts as a heat-detecting device. It reacts so delicately to the presence of heat that it enables the snake, even when its nostrils are stuffed and its eyes covered, to strike accurately at a moving object which can be as little as 4° warmer than the surrounding air. This experiment (right) was conducted at the Museum of Natural History in New York. A rattlesnake which could not see was placed before two swinging light bulbs, one of which was lit. Even though the bulbs were constantly interchanged, the snake hit the warm one every time.



ITS EYES COVERED WITH TAPE, RATTLESNAKE STRIKES UNERRINGLY AT WARMER OF TWO MOVING LIGHT BULBS

PAIN



A DRAGONFLY TAKES A FIRST BITE OF ITS OWN TAIL

If a dragonfly is held firmly by the wings and its tail is inserted in its mouth, the insect will bite the tail. Then, with apparent eagerness, the dragonfly will start eating its own tail and will continue to do so until the stump of the tail is out of its reach. Then, after a while, the insect will die. This is one of the many experiments that scientists have conducted to attempt to settle the age-old question of whether or not all creatures can feel pain. Such experiments indicate that the lower orders, at least, do not feel pain in anything like a human degree, probably

because their brains are more primitive and because they have fewer deep nerve endings than exist in the higher orders. In certain situations some animals appear to humans to be suffering even when it is definitely known that they are not. A frog, for example, can be totally anesthetized. Yet when a small piece of acid-soaked paper is placed on its back, it will try to kick the paper off with a foot even though it could not consciously be feeling pain. And when a simple earthworm is cut in two, both halves will go their separate ways apparently undisturbed.



A FEW SECONDS LATER DRAGONFLY HAS ALREADY DEVoured TWO SEGMENTS OF ITS TAIL WITHOUT APPARENT DISCOMFORT AND IS GETTING READY TO START A THIRD



HEAVING AT ROPE, Cookie, a chimpanzee, tries to lift a heavy weight from the floor. He knows from experience that he will get a banana if he is successful.



ASKING FOR HELP, Cookie goes over to his big friend. Nero, tugs his hand and chatters into Nero's ear. Nero shows no obvious enthusiasm for Cookie's project.

INTELLECT

The animal whose reactions are most like those of a human is the anthropoid ape. It sees, hears, smells, feels and tastes much as a man does, but these senses are more important to its everyday life and hence sharper than those of man. The greatest specialization of one sense at the expense of another is found in the lowest orders and, as animals climb higher on the evolutionary scale, these wide differences tend to even out. In place of a lopsided dependence on one sense, the ape has succeeded in developing a primitive intellect. As shown by these two chimpanzees in the St. Louis Zoo, it also has an efficient if primitive method of communication and an ability to cooperate when its strength is needed on an important project.

FINALLY CONVINCED, NERO HEAVES ON ROPE, LIFTS WEIGHT. COOKIE HELPS →







You can't fool this Flavor Expert!

It takes more than cooing to convince your baby something tastes good. Many doctors now say even tiny infants have a real sense of taste before they're six months old.

So, every day in the year, we at Gerber's give Baby's budding taste buds full consideration. We spend *all* our time making sure that first-rate fruits, vegetables, grains and meats are turned into first-rate, *True-Flavor* Foods. And all Gerber's are accepted by the Council on Foods and



Nutrition of the American Medical Association.

How old is your flavor expert? Ready for Gerber's *True-Flavor* Strained Foods? Or has Baby enough teeth to enjoy Gerber's finely chopped, equally tasty Junior Foods?

Your tot's a texture expert, too. That's why all Gerber's, from Baby's very first Cereal through Junior Meats have *Perfect-Texture*. Doctors approve it, too. You see we make it our business to satisfy *all* the experts.

Gerber's
BABY FOODS
Fremont, Mich.



Babies, are our business... our only business!

Mothers Club News



Reported by
Mrs. Ben Barker
(Mother of 5)

ON AIRING YOUR YOUNG HEIR—Daily airings help give Baby rosy cheeks, a better appetite, and better sleep.



Outdoor airings: Doctors say, even at the age of 1 month, healthy babies can go out if properly clothed and covered. Provided, it's not colder than 25 degrees F.

Indoor airings: When it's damp, raw or below 25 degrees even older babies are better off taking indoor airings by an open window. Be sure the crib or carriage isn't in a draft. And, dress Baby warmly, cap and all.

WINTER MENU TIPS

COLD WEATHER often makes Baby extra hungry. Gerber's have more good ways to satisfy that appetite than you can shake a spoon at. 8 Cereals, 21 Strained Foods, 15 Junior Foods, and 6 marvelous new Meats. All, ready to serve!



LUNCHEON SOUP FOR YOUR TODDLER AND YOU

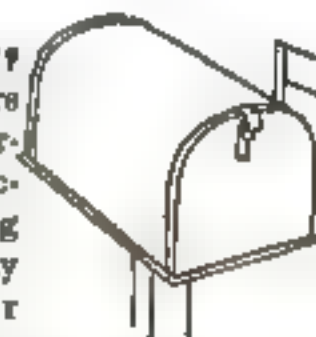
1 Gerber's Strained Peas
¾ cup rich milk
1 can tomato soup

1 Gerber's Junior Beef or Veal

Combine ingredients. Warm over low flame, stirring constantly.

HOW DO YOU DO IT?

All us other mothers are extremely interested in your particular ways of tending to Baby. So send any special tricks or bright ideas for this column to your Mothers Club Reporter, Box 45, Fremont, Michigan.



GOOD START—FREE!

If Baby's ready for that first taste of cereal, send for your free samples of Gerber's Cereal Food, Strained Oatmeal and Barley Cereal. All have added iron, other minerals and vitamins important for tiny (and older) babies. Write to Dept. LF12-9, Fremont, Mich. In Canada, Gerber's, Toronto.





MAXIMO MAXIM, shown at right in the garden of his villa, is San Marino's man of mystery. Listed as the head of a shipping concern in that landlocked country, this Romanian operates the republic's new gambling casino; some people say he is really Communist boss of San Marino, perhaps even of Italy.

Mysterious Maximo

His capitalist-style casino merrily supports a tiny Communist state

by WILLIAM H. ATTWOOD



SAN MARINO, only 38 square miles in area, is bounded on all sides by Italy.

THERE is only one neon sign in the Republic of San Marino. In 4-foot bluish letters it spells out the word *Kursaal*. Under its glow the only Communist-dominated government west of the Iron Curtain is trying to save itself and balance a lopsided budget by running a gambling casino along strictly capitalist lines. The man behind the casino is a round, bald-headed Romanian man of mystery named Maximo Maxim. Whether his motive is hard cash, as he says, or whether he is a Cominform agent, as his enemies say, this squat Balkan is bailing out the world's most unorthodox Communist regime in one of the world's most unorthodox states.

San Marino's 15,000 citizens look and speak like the 45 million Italians who surround their 38-square-mile nation on all sides. They have been running their own affairs as a sovereign state ever since the year 301, when a stonecutter named Marinus was given Mount Titano by a grateful Italian lady whose two sick sons he cured of a mysterious disease. His followers and their descendants have stayed on this 2,500-foot mountain above the Adriatic plain ever since.

The present San Marino government, under whose rule the casino was set up this year, is a coalition of Communists and left-wing Socialists known as the Committee of Liberty. It holds 35 of the 60 seats in the Grand and General Council. Of the two captain-regents, who are elected every six months, one is a

Communist and one a Socialist. They head the only Communist-dominated government in Europe which has not created a secret police, nationalized industries, collectivized the land or crammed jails with political prisoners.

San Marino is also the only Communist country which you can visit without a visa. You just turn off the Adriatic coast road at Rimini and five miles farther you cross the frontier, marked only by a signpost and an empty, candy-striped sentry box. Twenty zigzag curves later you find yourself in the capital, also called San Marino—a kind of Gothic mountain penthouse (*next page*).

Maximo Maxim's name, I soon discovered when I visited San Marino late last summer, crops up almost every time you start a conversation. Within a few hours after my arrival I was gratuitously informed by a variety of people that he was a Communist spy, a harmless retired businessman, a political exile, the front man for several spurious shipping companies, an insurance broker, the financial angel for the Committee of Liberty, an importer of American cigars, a narcotics peddler and the shadowy figure behind the syndicate which last June paid the San Marinese government a 100-million lire advance for the nine-year gambling concession at the new casino. Trying to sort out rumor from fact, I looked up Luigi Zaffarani, a Socialist and former captain-regent who was



THE ONLY POLITICAL PRISONER in San Marino is an Italian accused of Fascist activities during World War II. His prison is a medieval castle, one of three in the coun-

try, which offers scenic views probably unmatched by any other jail in the world. This photo shows how San Marino is perched on Mount Titano high above the Italian plain.

MYSTERIOUS MAXIMO CONTINUED

recommended as a reliable source of information. Signor Zafferani, a swarthy, heavy-set man of 40, was once a dishwasher in a Brooklyn restaurant. I found him at the casino, where he is on hand every evening to make sure the government gets its percentage of the day's take.

"Ah yes, Maxim," he said after I put a question to him. "Well, I don't know too much about him except that he was helpful in setting up Sitas."

"Sitas?" I repeated.

"It's the society that operates the casino. Maxim got it going with a group of Genoese bankers, and they offered us a percentage of the casino's receipts plus a substantial advance. What's more, they are building a hotel here and a new casino. Yes, I realize gambling is against our Socialist principles, but what could we do? We were in a desperate financial position last June." He shrugged. "So the Kursaal was opened last August first, and it looks as if we might balance the budget next year. Our own citizens aren't allowed to play there," he added.

The republic's money troubles, Zafferani explained, started with a British air raid on June 26, 1944, which missed its targets on Italian soil but killed 63 people and caused more than two billion lire damage on San Marino's neutral territory. The British offered only 50 million lire (about \$80,000) in compensation, which did not begin to meet reconstruction costs. Then the Italians, who had been paying the republic a subsidy of 15 million lire annually in return for collecting duty on imports which arrive at Italian ports for San Marino, balked at boosting the figure after the devaluation of the lira. Nor have they rebuilt the railroad from Rimini on the Italian coast, which used to bring in a thousand tourists a day to San Marino.

"So you had to turn to Maxim," I concluded.

"We had no choice," he said. "No one else would lend us the money."

All this was confirmed to me a few hours later by Gildo Gasperoni, secretary of the local Communist party, whom I found wearing a pair of greasy overalls and working on a truck in a garage at Borgo Maggiore, the second of the republic's five towns. Gasperoni, a lithe, brown man, is minister of transportation and social welfare and apparently as patriotic a San Marinese as you could find; in fact, for a Communist he sounded much like a Titoist. "I am a San Marinese first," he told me, "and a Communist second."

"Look," he said when I asked about Maxim, "last June we owed our

workers 12 million lire and we didn't have a lira in the treasury. Since the war we've maintained a big public-works program to keep everybody working, and we've instituted a complete program of social insurance. All that costs money. We had to do something."

Postage stamps, once San Marino's biggest source of foreign capital, hadn't produced enough, he said, even with two special issues beamed at American philatelists—one a Roosevelt series and the other a set commemorating the 100th anniversary of the U.S. postal system.

"No," Gasperoni continued, "we just had to take this step. Maxim promised us a quarter billion lire annually from the gambling. And the building of the hotel and new casino will give jobs to 300 workers." He smiled. "I guess Maxim's our Marshall Plan."

Next I went to see Francesco Balsimelli, the opposition leader, who teaches Latin and Greek at San Marino's only high school. When I mentioned Maxim he quickly led me into his study and presented me to a thin young lawyer named Teodoro Lonfernini. We sat down, Balsimelli facing Lonfernini and me across his desk.

"Maxim was sent here two years ago to reinforce the Communist dictatorship," he said earnestly. "His money—wherever it comes from—is being used to destroy our liberty and our morality."

"Thank God," said Lawyer Lonfernini, "that we of the Popular Alliance are here to expose him and restore liberty to our country."

No one of the Alliance—as the Christian Democratic opposition calls itself—has been threatened or molested, they admitted, but one issue of Balsimelli's newspaper, which was published at irregular intervals, was suppressed last month. It was the first instance of press censorship in San Marino's 1,648-year history. He fished around his desk drawer and produced a copy. The lead editorial accused the government leaders of being "traitors and infidels who have prostituted the country to evil and corruption and have caused the bones of our patron saint to tremble in his grave."

"Strong language," I commented, putting down the paper.



COMMUNIST leader is Gildo Gasperoni, a garage mechanic.

New discovery gives BETTER SHAVES!

*Remarkable ingredient—endorsed by skin specialists—soothes
the skin—helps keep it young and healthy looking*

FOR YEARS daily shavers have searched for a lather cream that would accomplish two different things: *one*, lather readily to wash away the oily jacket surrounding each whisker and admit hair-softening water; *two*, contain an ingredient which would counteract the painful scraping of even the dulllest blade and leave a man's face soothed and relaxed.

But how to combine the ingredients to do both of these things has been a real problem. Until just recently, no one has known how to add a face-easing agent without cutting down the beard-softening quality of the lather.

NEW INGREDIENT 25 TIMES MORE CONCENTRATED THAN LANOLIN

Now The J. B. Williams Co., makers of Williams Shaving Cream and Aqua Velva, has discovered a method of adding an amazing substance closely resembling the natural oils of the skin directly to Williams Shaving Cream. The function

of this substance is to help protect your skin against excessive dryness, daily blade scrape, yes, even hot and cold weather conditions.

Enriched by this new ingredient, Williams Shaving Cream gives you the thorough facial preparation necessary for a good shave. Williams' heavy, wet lather reduces the hardness of each wiry whisker by as much as 60%! It makes whiskers so soft they come off with the minimum of pressure on your razor.

And now—for the first time—each time you shave with the New Williams Shaving Cream, you give your face the benefit of this wonderful substance called **EXTRACT OF LANOLIN**, which is *25 times more concentrated than the well-known skin conditioner, Lanolin!* Williams is the only shaving cream containing *Extract of Lanolin!*

INTRODUCTORY OFFER

Now, we don't claim miracles, but the first time you use Williams should convince you that it lathers exceptionally well. You'll see immediately that it gives a smooth, professional-looking shave. If you'll rub your hand over your face after shaving with Williams, you'll see how yielding your skin is. And the longer you use Williams, the more delighted you will be with the benefits of "Extract of Lanolin" to your skin.

If you're an executive, a salesman, a doctor, lawyer—or hold any sort of responsible position calling for a well-groomed look from morning until night . . . or if your face is sensitive to the sharp cutting edge of your razor—**WE MAKE YOU THIS INTRODUCTORY OFFER:**

Buy a tube of the New Williams Shaving Cream now—before you've used up your present supply. Compare this wonderful New Williams Product with any other. If Williams doesn't give you a clean shave *and leave your face more soothed, more comfortable* than any other shaving preparation, return the partially used tube and we'll send you *two* equivalent-sized tubes of any other brand! The J. B. Williams Co., Glastonbury, Conn.

251 skin specialists acclaim use of new extract

Extract of Lanolin is used extensively in treating various skin troubles by leading dermatologists. In fact, 251 skin specialists approve the New Williams Shaving Cream after trying it themselves. Here's what these doctors say about it:*

"Leaves no abrasions, no burning, gives 'soft-skin' feeling following a clean, close shave."

..... M. D., Waterbury, Conn.

"Excellent for skin; in fact, I do not know a better shaving cream."

..... M. D., Watertown, Mass.

"Williams is an excellent shaving cream. I recommend it highly to my patients."

..... M. D., Milwaukee, Wisc.

"I believe it to be a distinct advantage."

..... M. D., Boston, Mass.

*Actual letters in our files.



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MYSTERIOUS MAXIMO CONTINUED

"And well merited," said Lonfernini. "Do you know that in June Maxim was accused by a Romanian engineer in Switzerland—a fellow named Scanardi—of being the Cominform boss for Italy?"

As an alternative to Maxim and his Kursaal, the opposition claims that if it gets back in power the Italians will come across with a bigger annual payment subsidy and rebuild the railroad, and the British will offer more war damages. They also speak vaguely of Marshall Plan funds. Meanwhile, said Balsimelli, they scored a small triumph in October when Father Donati, the chief priest of the Church of St. Francis, refused to bless the new regents with holy water for the first time in history.



OPPOSITION leader is Francesco Balsimelli, schoolteacher.

I left Balsimelli and Lonfernini to pay a call on Gino Giacomini at his office in the quaint Gothic government palace. Signor Giacomini, the oldest socialist of San Marino, is secretary of state for foreign affairs in the government. I found him a gaunt but cheerful man in his 70s, who was not worried about the future of the republic. "The people voted for us because we gave them progressive government. As for the casino—" he made a wry face. "Well, it will balance our budget and it won't be there forever."

I could not draw him out about Maxim, so I asked him why he had not applied for American aid.

"Oh, I think our consul in America mentioned it once to your State Department," he said, "but nothing came of it." He led me out into the main hall of the building and showed me paintings of San Marino's national heroes. Among them was a bust of Abraham Lincoln. "Ah, there is a man who would have understood our predicament," said Mr. Giacomini. "He wrote us a letter in 1861, saying our republic was one of the most honored in history. We celebrate his birthday here."

"Well," I said, "it wouldn't do any harm to inquire at the ECA."

"Maybe I will," he replied as we shook hands, "when the moment is propitious. Maybe we will even apply for admission to the U.N. After all, why not?"

I left him and walked across the square and down the twisting, cobbled lanes toward the Kursaal. It was nearly dusk, and everyone was out for a stroll—the Swiss tourists, the monks, the police



SOCIALIST leader Gino Giacomini is foreign affairs secretary.

in their Victor Herbert comic-opera uniforms and a few special characters: three serious-looking sportsmen who were attending an international clay-pigeon shoot; the Romanian in the corduroy jacket who came for a Philatelic Congress last year and never went home; San Marino's envoy to Liechtenstein, an old gentleman who prefers to remain here rather than at his post, and Sesto Liverani, the chief of police who cannot leave the country because he is wanted in Italy on a murder charge.

I walked into the Kursaal, past stony-faced croupiers and a mural of a leering satyr bearing down on a rosy-breasted nymph, and headed for the bar. As I was ordering a drink, a sallow-skinned man in a sport coat touched me on the elbow.

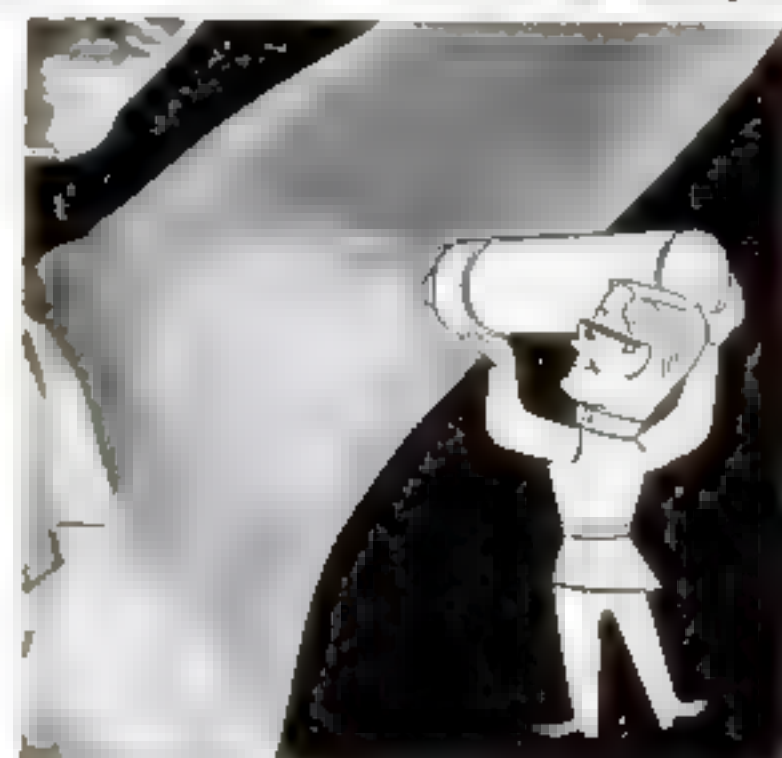
"Excuse me," he said in halting English. "You are the correspondent who has been asking about Mr. Maxim?"

*The San Marinese government has apparently changed its mind since then about joining the U.N. One explanation offered is that, if admitted, they would have to borrow money to pay the estimated assessment (about \$160,000). They have applied to ECA for aid but were told that the funds allotted to Italy were supposed to take care of San Marino's needs.—ED.



LAWYER Teodoro Lonfernini belongs to Christian Democrats.

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FIRST AID for ACID INDIGESTION



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Alka-Seltzer

All drugstores U.S. and Canada

MAYBE WE SHOULDN'T BE HERE... BUT

We've always wanted to advertise in "LIFE" at least once and here it is.

For The Finest Food in Westchester visit

ABE LEVINE'S LARCHMONT LODGE

1890 Palmer Ave., Larchmont, N. Y. Phone 2-2642

America's Favorite Munch

Embro POPCORN

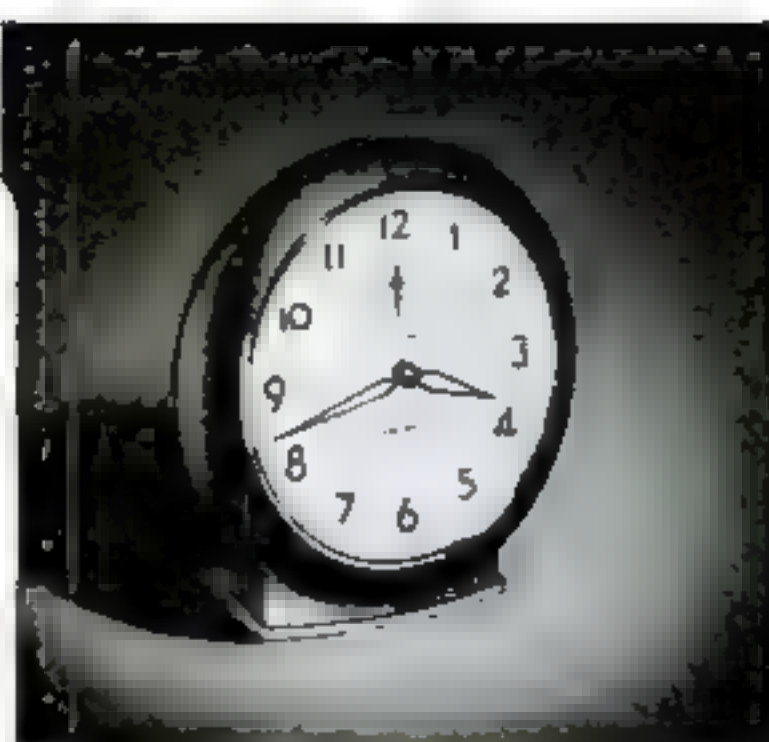
CONTINUED ON PAGE 132

There's a Westclox for every name on your list!



DON'T FRET about what-to-give problems! Simply check your list with the stunning gifts on this page—then visit the nearest store that sells good clocks.

You give an appreciated gift when you give time, a respected gift when it's a Westclox. Choose from many electric alarms, electric wall clocks, spring-wound alarm clocks in various designs and finishes; wrist watches, pocket watches. In addition to plain dials, most Westclox are available in luminous dials.



BIG BEN LOUD ALARM is a happy thought for the sleeper who needs a "fire alarm" call in the morning. A handsome fellow at \$4.75. Luminous dial a dollar more.



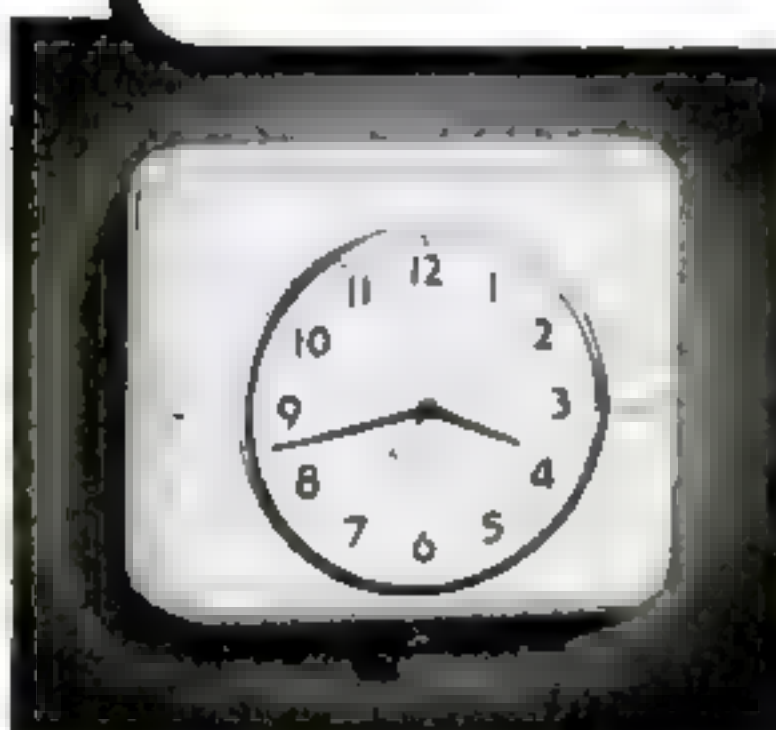
BABY BEN has a considerate alarm that adjusts to loud or soft. Quiet tick. Smart looking in black or ivory finish. \$4.75. With luminous dial, one dollar more.



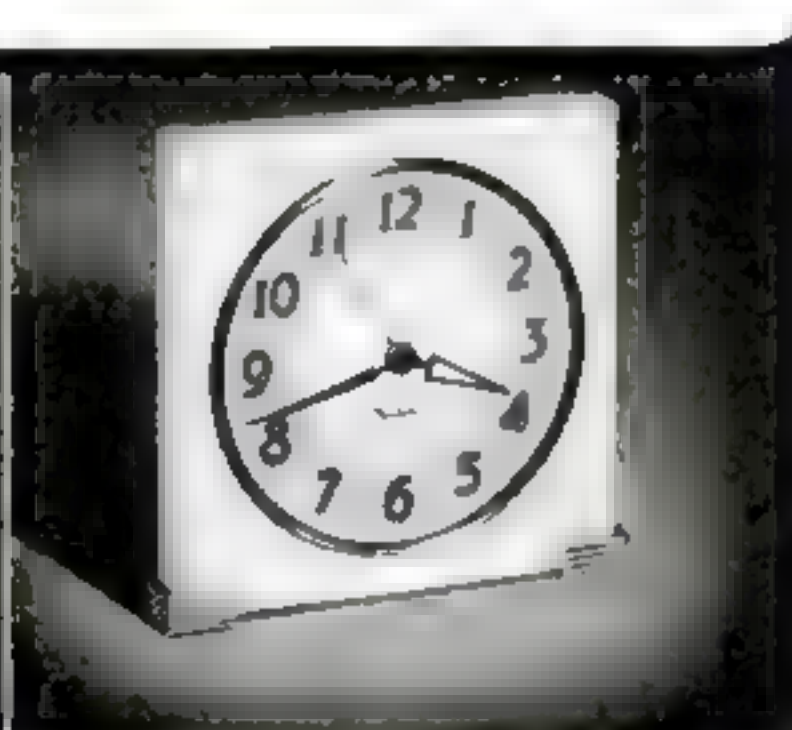
TRAVEL ALARM She'll love this ingenious little beauty! Shutter front closes the clock for travel. Sets up in a jiffy for home use. Ivory finish. Luminous, \$6.95.



BIG BEN ELECTRIC Here's an alarm clock of exceptional good looks—with an alarm that calls you to life pleasantly. \$8.95. With luminous dial, one dollar more.



BELFAST will add an attractive and helpful note to her kitchen. Easy to read numerals. Your choice of four popular colors: white, ivory, red, green. \$4.95.



LOGAN ELECTRIC ALARM makes fast friends of sleepers because his bell alarm call is firm but it's cheerful, too! \$5.95. With luminous dial, one dollar more.



SWITCH CLOCK is called the clock with a "brain". Automatically turns appliances on and off—makes coffee before you get up! Handsomely designed. \$12.50.



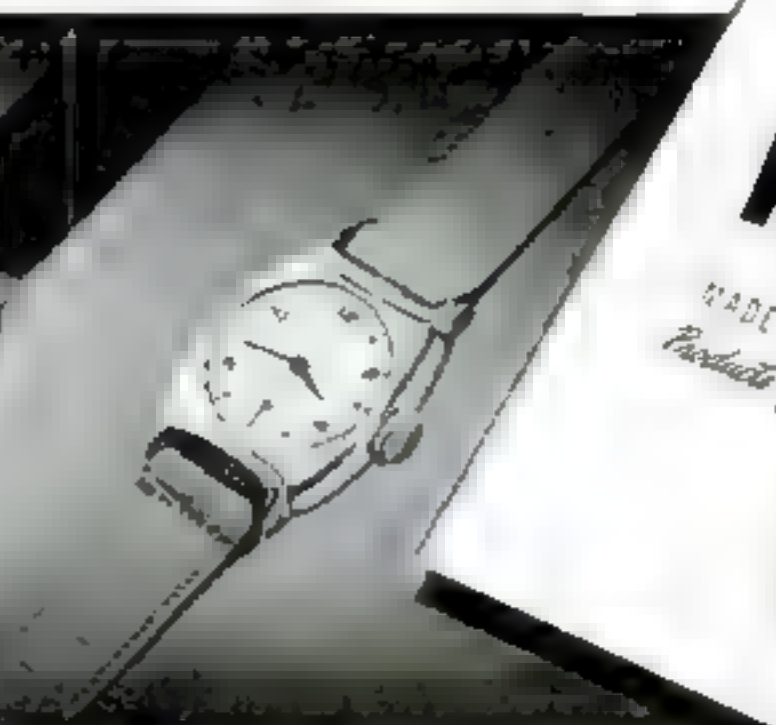
MOONBEAM ELECTRIC ALARM A gift that's different. Brand new idea in alarms. First call is a blinking light, then he rings. \$8.95. Luminous dial, a dollar more.



POCKET BEN The champion of pocket watches—famous for dependability, long life. \$2.95. Luminous dial, a dollar more.



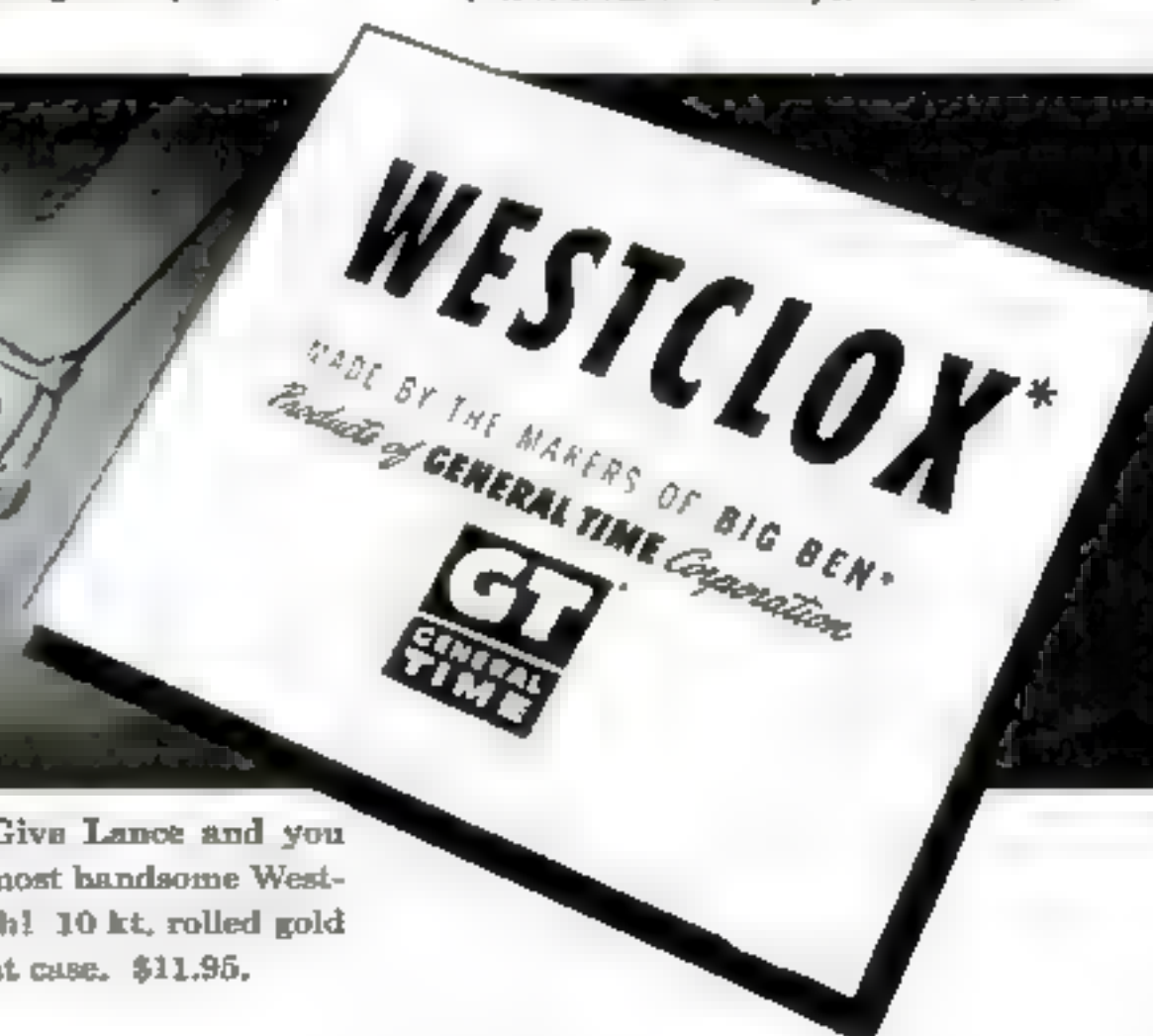
LA SALLE Chrome finish front case; stainless steel back, curved to fit the wrist. \$5.95. Luminous, one dollar more.



RAJAN is a double duty watch—handsome for dress, sturdy for work. With smart looking chrome finish case. \$9.95.



LANCE Give Lance and you give the most handsome Westclox watch! 10 kt. rolled gold plate front case. \$11.95.



Guests coming
tonight



Bring home some
Port wine



and be sure it's
California
Port wine



That's because the Port wine of California

- ✓ IS SO POPULAR WITH GUESTS
- ✓ ADDS SO MUCH TO A PARTY
- ✓ AND COSTS SO LITTLE

Wine Advisory Board, 717 Market St., San Francisco 3, California



The gift that never misses...with Miss or Mrs.

STOCKINGS by **MOJUD**

And for above-the-hemline beauty, there's LINGERIE by Mojud, too!

© M. H. CO. 1949

MYSTERIOUS MAXIMO CONTINUED

I nodded.

"Mr. Maxim would like to meet you," he said.

I canceled the drink and followed the man out the door and down a darkened lane. We stopped before a low-slung villa half hidden by Acacia and Bougainvillea bushes. He rang the bell.

The man who opened the door reminded me of a sawed-off Sidney Greenstreet. From his pudgy face, bright black eyes darted first at my companion, then at me. He smiled and held out a thin, soft hand. "Maxim," he said.

I followed him into the richly furnished living room. A fire was crackling in the ancient stone fireplace, and a decanter of whisky was on the sideboard. Drinks were poured in silence, and we sat down.

"I do not ordinarily see reporters," he began. "They are always looking for scandal. But you seem to be a genuine correspondent," he continued, "so I have decided to help you with your story about San Marino."

I thanked him for the compliment and replied that I would like to know something about his activities in the republic.

"Just a poor refugee"

HE smiled. "I am just a poor refugee who is trying to stay in business," he said. "I have been a businessman all my life. At 52 I can't start anything new. I do not have the controlling interest in the casino. A group of Italian financiers have the principal interest. Mine is small." He paused. "Some people say I am an opportunist. What opportunism is there in doing business?"

I nodded and took another pull at my drink.

"Oh, I've been called another Lawrence of Arabia, another Zaha-roff. But I'm just a man of little stature. It is true that I dined with important Romanian Communists like Gheorghe Gheorghiu-Dej and Maurer. But you know the Balkan mentality. If you are in business, you must deal with the people in power. What should I have done? Gone to the janitor of the foreign ministry?"

He had not been in Romania, he said, since 1947. I asked him what were his relations with the San Marino government.

"Strictly business," he replied. "The Communists didn't want the casino but it was their last chance. I was called in because of my business knowledge and my contacts. There have been charges that I financed the party in the February elections. That's nonsense. I don't go in for intrigue. I'm a businessman."

He folded his hands and looked at me slyly. "You have probably also heard that I can't leave the country. Well, it's true that since the elections the Italians have been very difficult about giving me entry permits."

I stood up and walked over to the window, wondering how to phrase my next question. Outside, the last pale sunset colors were fading on the horizon, and the old towers of San Marino were dark blurs against the night sky. Far below, lights were twinkling on the Italian plain.

Maxim joined me at the window. "You may even have heard," he said softly, "that I am an agent of the Cominform."

I turned to look at him. His beady eyes were dancing and a broad smile creased his cheeks.

"A Cominform agent?" he repeated. "My dear fellow, who has the proof?"



SAN MARINO FRONTIER is unguarded. Napoleon respected San Marinese sovereignty when he invaded Italy but Germans overran country in last war.

To whisper your Christmas wishes



The way to say "You're wonderful" . . . "Lotus," new and fascinating, in a luxurious collection . . . Perfume, Dusting Powder, Cologne and Sachet. \$8.50. *Another at . . . \$3.75*

For a dramatic gesture . . . "Lotus," a colorful new perfume by Yardley. Gracefully complementing femininity and charm, this intriguing fragrance is making perfume history. . . . \$3 to \$17.50

Gift for the young in heart . . . Lavender, a delicate beloved fragrance . . . with Lavender, Dusting Powder, Bath Salts, Sachet, and 3 tablets of Lavender Soap. \$7.50. *Others . . . \$3.50 to \$15*

long into the New Year ~



A royal gift for someone lovely . . . "Bond Street," the fragrance honored the world around . . . in Perfume, Toilet Water, and Talc. Gaily gift boxed. \$5.65. *Others . . . \$3.75 to \$15.50*

Glorious tribute to her charm . . . Yardley "Bond Street" Perfume. It's the perfume of distinguished women . . . a lovely fragrance, at once sophisticated and romantic. . . . \$2.50 to \$15

Made for a man to enjoy . . . Yardley gifts that are traditional, a fragrance that's refreshing . . . Shaving Bowl, After-shaving Lotion, Invisible Talc. \$5.50. *Others . . . \$2.25 to \$15*

PRICES PLUS TAX

fragrant gifts by YARDLEY

Yardley products for America are created in England and finished in the U.S.A. from the original English formulas, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

"Why so serious, Santa?"

Asks **LINDA DARNELL**,
Starring in
"EVERYBODY DOES IT"
A 20th Century-Fox Production

1.

"I guess you'd be serious, Miss Darnell, if you had as many Christmas gift problems to worry about as I have..."



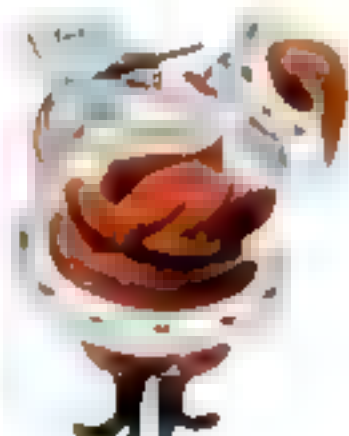
2.

"Now, now, Santa. Just bring me something nice and I'll tell you what to do. Everybody wants a new Proctor Custom Toaster like mine. It's so beautiful and makes such perfect toast!"



3.

"Think, Santa, how wonderful it is to give a gift that means delicious toast all year 'round. And the Proctor is so good looking, easy to keep bright."



4.

"Miss Darnell, that's the hit suggestion for a happy 1949 Christmas—a gleaming new Proctor with the 'Color Guard' that makes perfect toast—even reheats toast without burning. I certainly won't forget you this Christmas."



A glorious gift. America's most beautiful toaster... in its handsome blue and gold package... unexcelled for its ability to make perfect toast. The Proctor Custom Toaster, Price \$22.50, Fed. Tax Incl. See also the Proctor Standard Toaster, only \$15.95, Fed. Tax Incl. Proctor Electric Company, Philadelphia 40, Pa.

PROCTOR®



NEVER-LIFT IRON



HOLD-POWING TABLE



ELECTRIC BLANKET



CHARMIRON IRON



"COLOR GUARD" TOASTER



NEVER-LIFT IRON

ROAD BUILDERS' BIGGEST YEAR

U.S. CONSTRUCTS 60,000 MILES OF HIGHWAY

This month the U.S. completes the biggest highway construction year in its history. By December's end it will have spent a record \$1.7 billion or more, working to add some 60,000 miles of new or improved roads to the national network of 3.3 million miles; it will have spent \$1.3 billion more for maintenance. Except for projects like New York's far-flung Thruway or Pennsylvania's Turnpike extension (*picture on this page*), most of the construction money has been spent improving present highways—stabilizing shoulders, easing sharp curves, adding lanes, or widening existing ones from the old standard 9 feet to the 11- to 12-foot width necessitated by modern speeds. A main reason for the record construction is that the big era of U.S. road building occurred during the '20s. Since a good concrete road surface lasts from 20 to 30 years, thousands of miles of U.S. highway are now wearing out.

To the economy-minded, who regard \$1.7 billion as too much, road builders have a reasonable answer: road building is still fairly cheap. The U.S. highway network, at a conservative estimate, actually needs not \$1.7 but \$20 billion worth of improving. And although they have cost the nation \$45 billion in all, U.S. roads annually create in auto, tire and petroleum manufacture \$30 billion worth of national income.





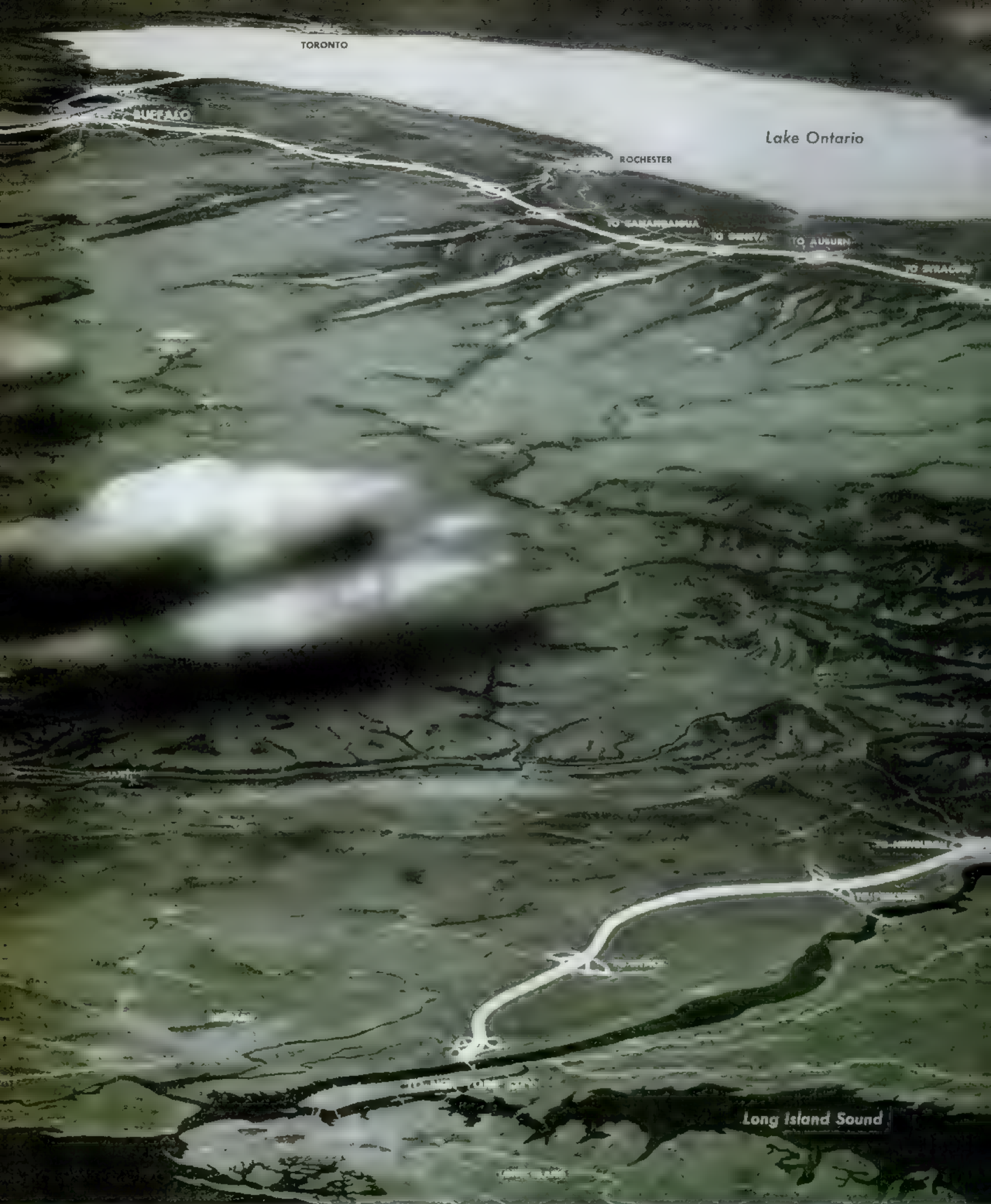
34,271 MILES OF MAJOR ROAD BUILDING

The red dots and dashes on this map show the location of some 34,271 miles of road improvements and new road construction completed or under way on federal and state roads during 1949, as reported to LIFE by the 48 state highway departments. Since the map's scale is 133 miles to the inch the dots' size has been exaggerated for visibility; the dashes represent stretches of 10 miles or more. The

table at right shows the estimated amounts spent in each state for road construction during the year. The biggest road-building job financially was done by New York, the biggest physically by Texas with 7,270 miles of construction. The map does not show local or county road construction, of which there were some 26,000 miles this year, bringing the national total to more than 60,000 miles.



ALA.	\$54,182,000
ARZ.	23,883,000
ARK.	10,500,000
CALIF.	91,177,000
COLO.	34,000,000
CONN.	16,319,656
DEL.	35,300,000
FLA.	23,269,132
GA.	30,000,000
IDAHO	9,196,167
ILL.	38,400,000
IND.	41,212,482
IOWA	58,000,000
KAN.	28,571,185
KY.	36,137,232
LA.	43,000,000
MAINE	22,667,498
MD.	36,000,000
MASS.	50,867,574
MICH.	103,789,000
MINN.	24,336,000
MISS.	30,831,818
MO.	26,500,000
MONT.	15,446,314
NEB.	18,274,329
NEV.	7,341,956
N.H.	19,908,000
N.J.	59,405,000
N. MEX.	11,500,000
N.Y.	140,000,000
N.C.	48,000,000
N. DAK.	11,382,000
OHIO	38,000,000
OKLA.	36,802,000
ORE.	16,400,000
PA.	120,000,000
R.I.	3,752,164
S.C.	17,807,355
S. DAK.	8,725,000
TENN.	48,000,000
TEXAS	139,561,649
UTAH	11,000,000
VT.	12,612,607
VA.	51,000,000
WASH.	25,000,000
W. VA.	7,793,607
W.S.	100,000,000
WYO.	6,699,000



THE NEW YORK THRUWAY, when it is finished, will be one of the longest, finest express highways in the world. 160 miles and counting, four to six lanes, lane markers, highway stretching from just outside the New York City limits to the Virginia town along the historic Monrovia Valley route to Bedford and the Pennsylvania line. It will

[illegible]

St. Lawrence River

Lake Oneida

TO EOWE

TO WATKA

TO SCHENECTADY

ALBANY

TO CATAGUS

TO ALBANY

TO KINGSTON

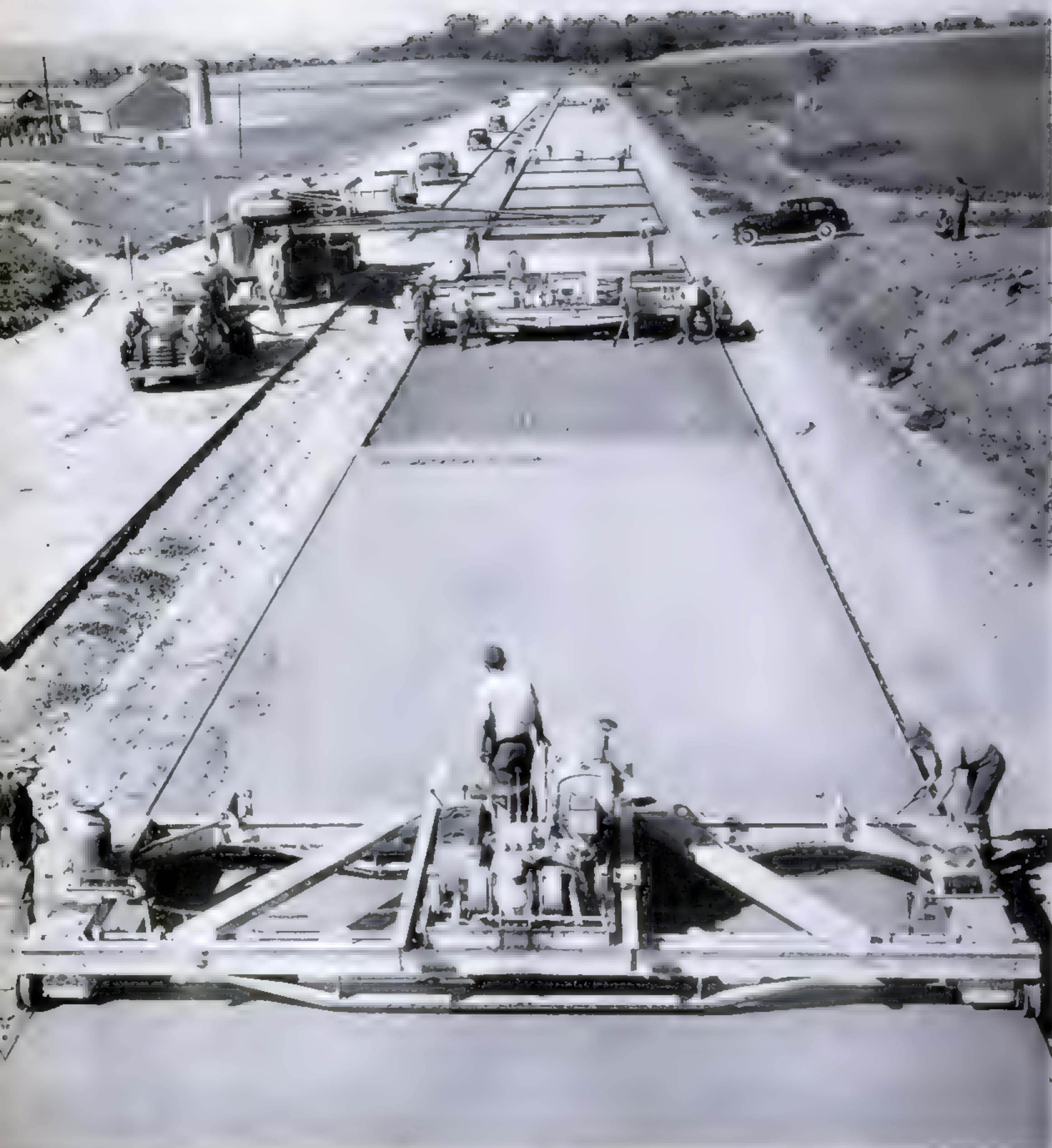
Hudson River

TO FOUCHKEPPE

A. Seyden Frost

(right, center). Built through virgin country instead of over existing roads, it will present gradual curves, gentle hills and a minimum of 1,000 feet of "sight distance." It will be designed for a 70 mph speed limit, and there will be no traffic lights, billboards, roadside stands, intersections or rail crossings from end to end. It will by-pass towns; access

to it will be by cloverleaf interchanges. The first four miles were completed this fall near Fishers (14 miles southeast of Rochester) and 10 more will be finished this winter. Financing its \$400 million cost is the big obstacle to its rapid completion, but if the state votes to make it a toll road and issues bonds the Thruway could be completed by 1955.



CONCRETE FINISHING MACHINE lays a 24-foot wide, 9-inch deep ribbon near Middletown; this was before cold weather set in. Mixer (upper left) flanked by water and

concrete trucks, pours concrete via bucket traveling on crane. Spreading machine straddling pavement (center) integrates it with steel mesh, finisher (foreground) smooths it



DRILLER KUHN'S FACE GETS POWDERED WITH LIMESTONE

PENNSYLVANIA LENGTHENS ITS PIKE

The Pennsylvania Turnpike, running 160 miles from Harrisburg to near Pittsburgh, comprises more than half of the total express highway mileage in the U.S. A year ago work began on extending it eastward another 100 miles to Philadelphia, bringing it near the old Philadelphia-Lancaster Turnpike which, built of crushed stone and completed in 1795, was the first U.S. highway. Today some 20 miles of the extension are virtually completed, 70% of the earth moving is done, and it is expected the project will be opened in late 1950 after having required 2,750 man-years of work. Machinery has reduced man's pick-and-shovel work on roads but in some ways has made his work tougher. Few men can stand more than ten years of operating the big, body-shaking earth movers.



FOUNDATION for local road underpass hardens near Camp Hill. When Turnpike bisects farm as here, a \$20,000 bridge is sometimes built so farmer can reach his property.

CONTINUED ON NEXT PAGE



CONCRETE IS POURED for abutments on two of the 124 bridges the Turnpike extension necessitates; above, for a new mile-long bridge over the Susquehanna River; below, for a bridge that will carry the Turnpike over rail road tracks near Mechanicsburg.





CHOOSE from Boxer or Gripper front styles. Attractive stripes, solid colors and white—all colors **fast**. Fine count broadcloth. **Sanforized.**

The bias-cut design is patented.
So ask for Hanes **GIVVIES**
Shorts. Unbeatable values.

Hanes GIVVIES Shorts, \$1
Combed yarn T-Shirt, 95c
Combed yarn
Sleeveless Shirt, 65c
(Shirts &c more in Rocky M.L. and
Pacific States)



WORTH SHOPPING FOR! AT GOOD
STORES THROUGHOUT AMERICA

P. H. HANES KNITTING CO., Winston-Salem 1, N. C.



DIRT LOADER SCOOPS 20 TONS OF DIRT. CARRIES IT AWAY IN ONE OPERATION

MAMMOTH MACHINES SPEED WORK

One reason U.S. road builders have been able to do as much as they have this year is the remarkable improvement made during the last decade in the machinery of road building. These Paul Bunyan-esque devices have not only moved mountains but have made highways much safer, since their capacity permits leveling of dangerous hills and moderation of curves on a scale heretofore unfeasible. They include devices like dieselized carriers that speed 14 tons of excavated dirt over rough terrain at 50 mph, loaders that dig up and load three tons a minute, rock crushers that crush 150 tons of rock an hour, Treedozerers that pluck out good-sized trees like radishes, and even motorized wheelbarrows.



BIGGEST DITCHING MACHINE employs a huge wheel with conveyor that automatically digs ditches from 40 to 51 inches wide up to a depth of 8½ feet.

Prelude to a
Merry Christmas

A ROSE NECKLACE



Verilog designs
\$12.95 to \$30.00

A garland of delicate pink
flowers and pale green leaves
growing with lilac grace from slender
stems, clasp is very beautiful
34 Kt.rol. 1/2 x 1/2 x 1/2

Kremenz
 LINDAUER WERK
 since 1866

[illegible]

PERFECT COMBINATION!

Century GRAPHIC

Only \$109⁵⁰ (incl. tax)



Amazing value by the makers of Pacemaker Speed Graphics! $2\frac{1}{2} \times 3\frac{1}{4}$ size 103mm f/4.5 Triotar lens—color-corrected! Smooth precision focusing! Easy-to-Use! Parallax correcting optical and ac-

tion view finders. Double extension bellows for real close-ups. Folding infinity stops. Versatile Graflex back that takes wonderful new...

ROLL FILM HOLDER

Only \$19⁹⁵

Fully automatic! Uses regular 120 roll film! Two sizes: for 8-2½x3½ or for 12-2½x2½ pictures. Fine Graflex workmanship, easy-to-use, positive action, no ruby windows—no fogging! Genuine Morocco leather covering. Dark slide allows complete interchangeability. For Black and White or Color Film! See the *Perfect Combination* today!

LOOK FOR THESE OTHER ON-AUX VALUES:

- **Single-lens reflex Super D Graphic** with Automatic Diaphragm and new **Ektar II** Field Lens • **Single-lens reflex R D Series B Graphic**, front glass focusing, **Ektar II** Field Lens Coated • **Practical Speed Graphic**, ground-glass, **front-plate** shutter speeds from 1/50 to 1/1000; front shutter 1 second to .400 • **Pacemaker Crown Graphic**, same in every detail except without **front-plate** shutter. Another great Graphic! • **Graphic Flash**, foremost in **flash design** for pictures anytime! • **Graphic View I**, the camera that assumes any position for every kind of picture!

MAIL COUPON TODAY!**GRAFLEX INC., Dept. 22**Rochester 8, N. Y.
 [redacted] date in on item at

☐ Roll Holders ☐ Pacemaker ☐ Speed and Crows
☐ Graphics ☐ Graphic Flash ☐ Graphic View II

Name: _____

Name _____

Address _____

*All over
the Land...*



ALL OVER THE LAND WHEREVER YULETIDE HOSPITALITY PREVAILS

It's **S**mart to **S**witch...so **G**ive and **S**erve

Calvert **R**eserve

Lighter...Smoother...Tastes Better

BLENDED WHISKEY — 86.8 PROOF — 65% GRAIN
NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., N.Y.C.



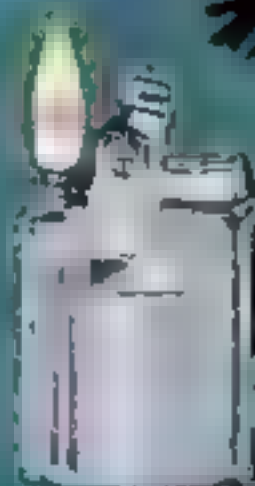
Ronson Diamond Jubilee lighter, heavy silver plate. \$14.50 (plus tax).



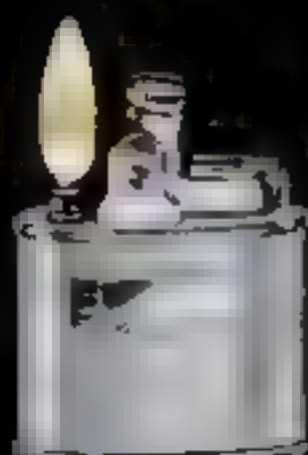
Ronson Whirlwind. Disappearing windshield. \$9.00; others from \$7.50.



Ronson Twenty-two. Holds 22 cigarettes. \$26.00. Other combinations from \$10.00.



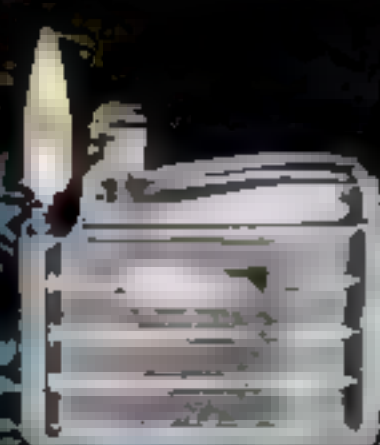
Ronson Barker. Fast start. \$10.00 (plus tax).



Ronson Standard. For pocket or purse. \$6.00.



Ronson Newport. Heavy silver plate. \$9.00 (plus tax).



Ronson Advent. For watch. \$10.00. Other combinations from \$12.00.

Ronson Pencil lighter. Rhodium plate, \$10 (No Fed. Tax). Also in 14K gold-filled, \$15.00 (plus tax).



Ronson Georgian. Heavy silver plate. \$12.50 (plus tax).



Ronson Crown Set. Heavy silver plate. \$27.50 (plus tax).

Whether you want to say "I love you truly" or "I'm glad we're friends" - you can say it eloquently with a Ronson lighter. It's a gift that says "I love you" in the most elegant of jewelry standards. It promises years of quick and obedient light. It's a gift that says "I love you" for its happy owner to think fondly of you! See the complete variety of Ronson lighters at your favorite dealer.

Join in Ronson's "20 Questions" Saturday night (Sunday night, Pacific Coast Mutual Network) and Ronson's "Johnny Diamond Show" Sunday night (Monday night, Pacific Coast Mutual Network). See and hear Ronson on television, too! RONSON, Newark, N.J., Toronto, Ont., London, Eng.

for a brighter, lighter Christmas

RONSON
WORLD'S GREATEST LIGHTER



Press... It's lit!

Release... It's out!

Safely out the instant you lift your finger.



SOVIET CAPTION: "GENTLEMEN . . . PUT YOUR HANDS DOWN! MR. AUSTIN IS ONLY SMOOTHING HIS HAIR!"

HOW THEY SPLIT PEOPLES' SIDES IN RUSSIA

Out of the Crocodile's Mouth, a book published this week in Washington by the Public Affairs Press, takes its title from *Krokodil*, the only consciously funny magazine in the Soviet Union. Its collection of 129 *Krokodil* cartoons, chosen by the book's editor, William Nelson, is a salt mine of Communist humor. In the salt mines many Soviet cartoonists grow heavy-handed trying to convince the Russian people that Americans are corrupt, that American businessmen are merchants of death, that American workers are without

civil liberties. When it likes a theme *Krokodil* frequently hammers it (*above and below*) to make a propaganda point—in this case to excuse Russia's losing every major U.N. vote. Sometimes it touches real American weaknesses, such as the miserable lot of many Negroes. And sometimes its gags are unconsciously funny—as in the case of an electrician who says, "The incandescent lamp was invented by our people, Yablochkov and Lodygin" only to be squelched by another: "Yes, but the Americans invented the idea that Edison invented it."



"MECHANIZED VOTING": the two kinds of votes cast by mechanical arms are for U.S., against Russia.



"THE MAJORITY" shows United Nations delegates as a group of puppets whose hands respond to strings pulled

by U.S. Delegate Warren Austin—thereby explaining why the Soviet "disarmament" proposal was rejected.



THE ASS PLEADS, "Take me with you, gentlemen!" "Why?" asks one of the Americans who last summer hunted for Noah's Ark on Mt. Ararat. Says the ass, "Who but an ass would believe that you are looking for the Ark?" thus inferring that anybody not born yesterday would know they must be spies.



"THE MIRACLES OF TRAINING" was *Krokodil's* caption for this drawing of the British lion putting his head in Uncle Sam's mouth. Moscow did not expect the British to believe they were foolhardy to accept U.S. aid, but it had to make Russians believe any nation sells its birthright to obtain Marshall aid.

"NINETY-FIVER" KAYWOODIE, \$20
 Kaywoodie is the favorite of most smokers, and "Ninety-Fiver's" beauty and smoking quality are sure to please.

KAYWOODIE MEERSCHAUM HOLDERS, \$5. These holders prevent tobacco tars from reaching the mouth and throat. Kaywoodie Meerschaum has a beautiful velvety finish, acquires rich brown color with use. Meerschaum is fossilized shells of sea animals, millions of years old.

KAYWOODIE BRIAR HOLDERS, \$3.50 Handsome imported briar, precision-fitted with Synchro-Stem for cleaning. Make smoking more enjoyable, stopping 3/4's of the tobacco tars. Protect teeth and fingers from stain, reduce nose-and-throat irritation.

KAYWOODIE

To light up his Christmas and the years to come

Kaywoodie Pipes and Holders are especially appreciated as gifts. The Kaywoodie organization has furnished smoking enjoyment from 1851 to the present time. Kaywoodies are slow-cured, provide years of service. The Kaywoodie fitment has proved to be the best. Kaywoodie Company, New York and London, 630 Fifth Avenue, New York 20, N. Y. Folder on request.

KAYWOODIE COMPANION SET, \$25
 The two Kaywoodies are carefully matched in grain. Greatly admired among pipe-smokers these pipes become steady companions. See them at dealers.



PURITY, BODY, AND FLAVOR IN EVERY GLASS...



GLASS...

...AMERICA'S LARGEST SELLING ALE...



ASK THE MAN FOR BALLANTINE...PURITY, BODY, FLAVOR IN EVERY
...AMERICA'S LARGEST SELLING ALE...

GIVE HIM America's Most Popular Electric Shaver

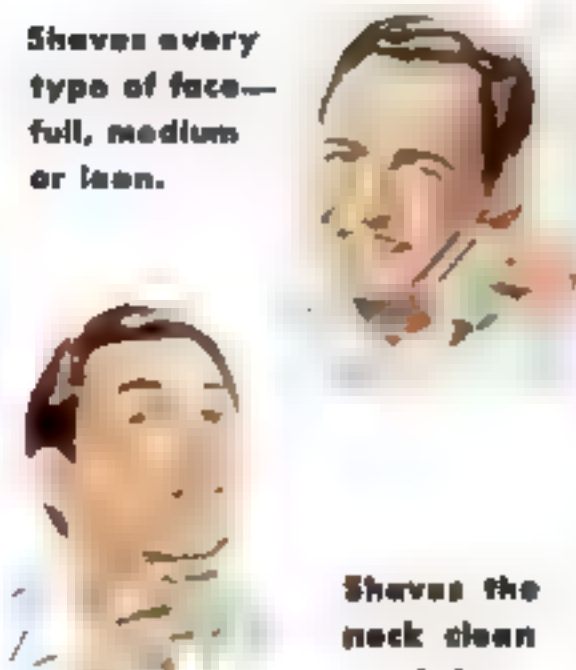
No beard too
tough—no skin
too tender.



Best for both
beginners and
seasoned shavers.

Sunbeam SHAVEMASTER

Shaves every
type of face—
full, medium
or lean.



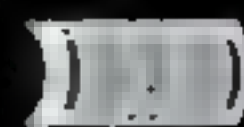
Shaves the
neck clean
and close.

ENTIRELY
NEW SHAPE
is smaller
in the hand,
easier to handle

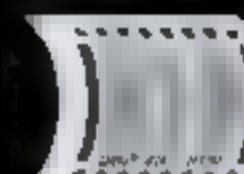


Twice-as-wide shaving
surface shaves twice as
much beard in same time

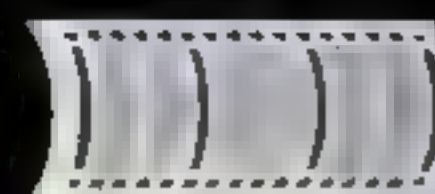
Why Shavemaster uses ONE
Twice-Size SINGLE Head
instead of a multiplicity of
small heads



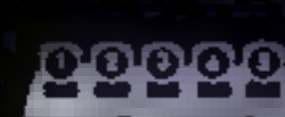
Original Model R
Shavemaster
(475 openings)



Model S
Shavemaster
(840 openings)



NEW
MODEL W
Shavemaster
(1,380
openings)



Multiple Heads
Sunbeam's bigger single
head gives you over three
times as many shaving ac-
tions per second as shavers
with many smaller heads.

The ONLY electric shaver with
a powerful, armature-
type, self-starting
REAL Motor.



Cleaner, Closer Shaves in LESS TIME than with soap-and-blade

It is the enthusiasm of men who are already using the new Sunbeam Shavemaster that is behind the tremendous wave of Shavemaster popularity now sweeping the nation.* If your husband, friend or relative is one of those men who thinks electric shavers take too long and won't shave a beard like his CLOSE enough—give him the new Sunbeam Shavemaster and listen to him rave when he gets a perfect shave in 3 minutes the first time. You'll give him his most exciting Christmas gift... the one he'll talk about most.

It takes the average man about 7 minutes** to lather and shave with a blade. That same man will get a better shave with the new Shavemaster in 3 minutes. Even if he's got the toughest, heaviest beard, plus a tender skin, he'll shave in LESS TIME than with soap-and-blade.

In addition to saving time, Shavemaster shaves closer—more comfortably—no nicks and cuts, muss or fuss.

There's no 10-day "trial period" necessary—none of this much-talked-about "breaking in" with the new revolutionary Model "W" Sunbeam Shavemaster. Any man can find out in 3 or 4 minutes how the new Sunbeam can give a cleaner, closer shave in LESS TIME than with any other method. See it at your Sunbeam dealer's. Most dealers are prepared to let men try the new Shavemaster right in their stores.



Smart,
Practical
GIFT CASE

*When seven thousand dealers were asked which electric shaver was their best seller, more named the new Sunbeam Shavemaster than all other makes combined.

**This figure is based on surveys by two national magazines.

© SUNBEAM CORPORATION, Dept. 53, Chicago 50, Illinois
Toronto 9, Canada



A FRIGHTENED BUT DETERMINED WHITE BOY AND WHITE WOMAN DIG INTO A GRAVE AT MIDNIGHT TO FIND PROOF THAT WILL SAVE A NEGRO FROM LYNCHING

Intruder in the Dust

The movies do a hard-driving and memorable job on Faulkner's story of a near-lynching in Mississippi

"It was just noon that Sunday morning when the sheriff reached the jail with Lucas Beauchamp though the whole town (the whole county too for that matter) had known since the night before that Lucas had killed a white man." Such is the beginning of William Faulkner's novel *Intruder in the Dust* and of the memorable movie that Director Clarence Brown has made of it for M-G-M.

Lucas hadn't really killed a white man, though it looked as if he had. He was a proud, dignified, solitary man who had no excuses to make for his black skin and never said "sir" to a white man nor

stepped aside to let him pass. The whole county came flocking into the little Mississippi town where he was jailed to watch the relatives of the dead man come and burn him alive. No one would lift a finger to help Lucas but a 16-year-old white boy named Chick, who had once accepted his hospitality, and an 80-year-old white woman who simply believed in doing what was right.

Intruder was filmed almost entirely in Faulkner's home town of Oxford, Miss., whose streets and houses and surroundings provided real Southern settings and whose inhabitants provided real

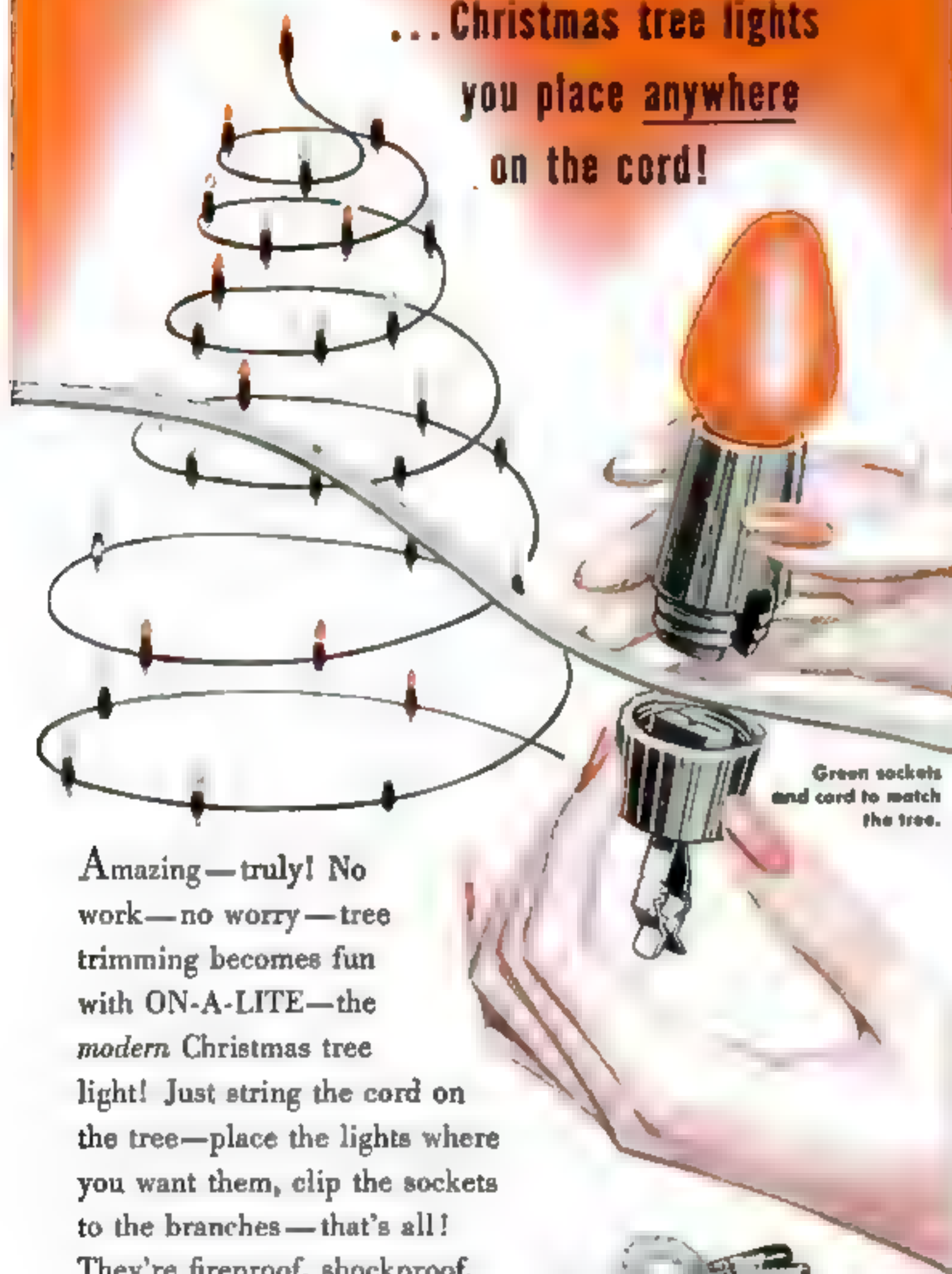
Southern faces and voices. No less real are the actors in the movie: Juano Hernandez as the dignified Lucas, Claude Jarman Jr. as the puzzled boy, Elizabeth Patterson as the old lady, Porter Hall as the dead man's father, Will Geer as the sheriff. *Intruder* is a story about the race problem, told in exciting, melodramatic terms, not with doctrinaire symbols but with specific, believable human beings. Alive and tense throughout, with its hard-driving action, its striking personalities and its issues of right and wrong clearly drawn, it is a combination of everything that Hollywood does best.



A MENACING CROWD WAITS IN FRONT OF THE COUNTY JAIL FOR THE MURDERED MAN'S FAMILY TO COME AND PUT THE TORCH TO THE NEGRO PRISONER INSIDE

It seems like a Miracle

...Christmas tree lights
you place anywhere
on the cord!



Green sockets
and cord to match
the tree.

Amazing—truly! No work—no worry—tree trimming becomes fun with ON-A-LITE—the modern Christmas tree light! Just string the cord on the tree—place the lights where you want them, clip the sockets to the branches—that's all! They're fireproof, shockproof, foolproof! Sockets and cords are listed by Underwriters' Laboratories Inc. Both indoor and outdoor sets available. At America's better stores, or write On-A-Lite Corporation, Portland, Oregon.

Each bulb burns independently
—and you may use up to 25
lights on a cord!

ON-A-LITE Christmas Tree Lights

MADE BY IRON FIREMAN

"Intruder in the Dust" CONTINUED



IN LUCAS BEAUCHAMP'S CABIN Chick, helped by Lucas from an icy creek, dons his now dry clothes. Lucas refuses to let Chick repay him in any way—until, months later, he is accused of murder and calls on Chick for aid.



ON HIS WAY TO THE GRAVEYARD, where Lucas has asked him to go and dig up the murdered man, Chick rides past cabins of Negroes fearful that a lynch mob is coming in the night. At cemetery he finds the grave is empty.



IN THE COUNTY JAIL where Lucas is imprisoned, the murdered man's brother comes in with can of gasoline to lead the mob in the lynching. But the old lady, left on guard while the sheriff is looking for the body, faces him down.

CONTINUED ON PAGE 157



MORGAN DENNIS

"What could be nicer at Christmas?"
(OR AT ANY OTHER TIME)

"BLACK & WHITE"
The Scotch with Character

BLENDING SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK - SOLE DISTRIBUTORS



Evening in Paris Perfume, in a smart flacon for the purse, sparkling Eau de Cologne and Talcum in handsome midnight blue gift box **\$2.35**



Evening in Paris Perfume . . . 75¢ to **\$12.50**
Evening in Paris Eau de Cologne 65¢ to **\$1.50**
Evening in Paris Eau de Toilette . . . **\$1.75**



"Two For You"—purse flacons of Evening in Paris and Mais Oui Perfume **\$1.85**; Evening in Paris Perfume in Christmas tree **\$1.65**



Beautiful holiday box filled with romantic Evening in Paris Perfume, in purse flacon, Eau de Cologne, Face Powder and Talcum . **\$4.00**



A Magnificent Christmas Gift Set of Evening in Paris Perfume, Eau de Cologne, Sachet, Face Powder, Rouge, Lipstick and Talcum **\$10.00**



Evening in Paris Perfume, Eau de Cologne and Face Powder gaily and distinctively packaged for Christmas giving . . . **\$2.75**



A de luxe gift of exquisite Evening in Paris toiletries! Evening in Paris Perfume, Eau de Cologne, Rouge, Lipstick and Talcum **\$5.00**



Evening in Paris Perfume, Face Powder, Lipstick, in chic gold colored swivel case, Rouge and Talcum in a stunning gift box **\$8.00**
(all prices plus tax)

for your best beloved—
the best beloved fragrance
of all

Evening in Paris

BOURJOIS

Evening in Paris Perfume . . .
in . . .
Eau de Cologne . . . **\$1.50**



Year in and year out
you'll do well with the
HARTFORD



—all forms of fire,
marine and casualty
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See your Hartford agent
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**HARTFORD FIRE
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HARTFORD 15, CONNECTICUT

RELIEF

from discomfort of

**ACID
INDIGESTION
CONSTIPATION
SICK HEADACHE
DULLNESS**

due to ordinary sluggishness



Whenever you're headachy,
upset, sour because of acid
indigestion—take sparkling
Eno quick! You'll promptly
help neutralize excess stomach
acid, ease "full feeling" over-
night! When you wake, take

Eno as a quick-acting laxative. It
offers positive, yet gentle re-
lief. Used by millions. At all
druggists—buy today!



- 1 **ANTACID**—relieves sourness, gas
and heartburn promptly
- 2 **LAXATIVE**—to relieve temporary
sluggishness quickly, take before
breakfast when needed.
- 3 **PLEASANT**—as a glass of spar-
kling, bubbly soda water!

Take
Good-tasting **ENO**

"Intruder in the Dust" CONTINUED



INTO QUICKSAND jumps murdered man's father (Porter Hall), searching
for corpse which is not in its grave. The corpse is found in quicksand where the
killer had thrown it. Bullet in it proves killing was not done with Lucas' gun.

FAULKNER AND OXFORD HELPED

Everyone in Oxford, Miss. (pop. 5,000) knows William Faulkner. Some Oxford citizens agree with critics who call Faulkner America's greatest living novelist, others think of him as the author of "a dirty book called *Sanctuary*." But they all know him as a neighbor, hunter, story-teller and cotton farmer. When the M-G-M crew arrived last March to start on *Intruder* the whole town pitched in to help. The mayor, who is also manager of a local movie house, got a bit part in the movie, while hundreds came out for the crowd scenes. "It was just like a picnic," said one citizen. "We spent more time watching the movie or helping make it than we did at our jobs."

Faulkner helped guide the movie people around and turned up for the first press conference of his life at the film's Oxford premiere. He looked a little unkempt (right) but got through the ordeal with a bourbon highball. Of having his picture taken he said, "It's like bullets. After the first one the shock isn't so great." Of *Intruder* he said, "All in all I think it is a good movie."

MADE IN OXFORD, MISS.
THE FEARLESS FLAMING
STORY FROM THE
OF THE SOUTH
NOVELIST
WILLIAM FAULKNER
IT'S M-G-M



FAULKNER WITH PIPE AND BOWL



DOWN THE STREET of the town stalks Lucas, freed after murderer has been found, the lynching mob dispersed and the town's Negroes again on the streets. Chick and lawyer (David Brian) who helped free him watch at right.



© 1949 The Comode Magazine

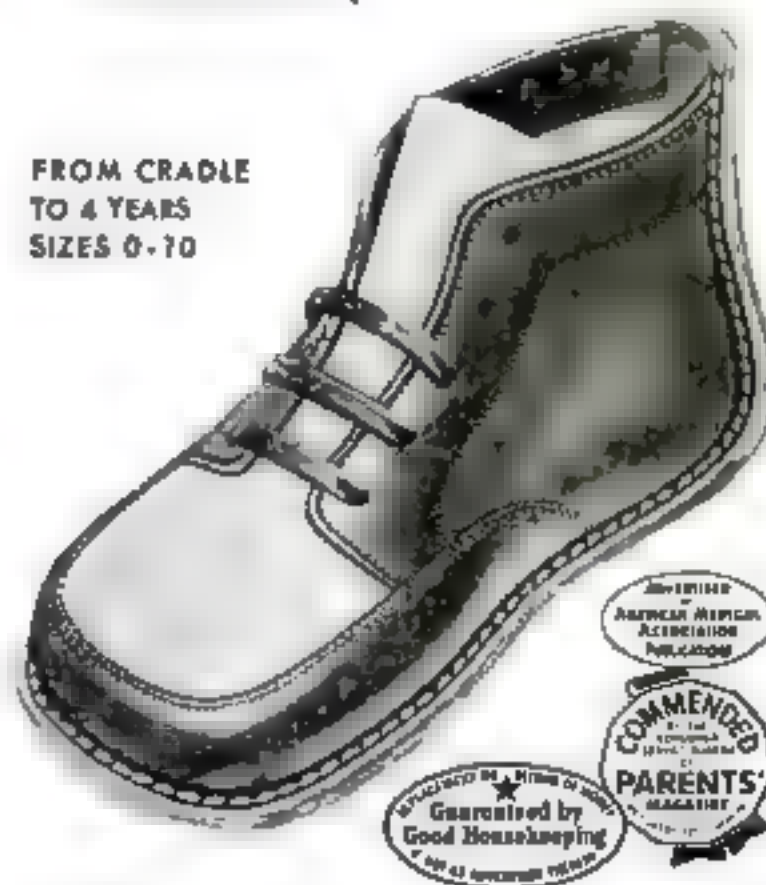


YOUR CHILD WILL LOVE

JUMPING-JACKS®
FLEXIBLE SHOES FOR HARD WEAR

... a perfect combination of strength and tenderness. Soft, flexible leathers cuddle little feet, while a gentle, patented, one-piece sole encourages proper walking habits and helps keep ankles from turning! No wonder so many doctors and pediatricians recommend Jumping-Jacks so enthusiastically.

FROM CRADLE
TO 4 YEARS
SIZES 0-70



VAISEY-BRISTOL SHOE CO., INC.
ROCHESTER, NEW YORK

Made in Canada by
THE SAVAGE SHOE CO. LTD. PRESTON, ONTARIO



LIKE SOLDIERS IN SEARCH OF SNIPERS, THE STEALTHY HUNTERS KEEP THEIR DUCK CALLS AND SHOTGUNS "AT READY" AS THEY WADE THROUGH STUTTGART RESERVOIR

Life Goes Hunting in Stuttgart, Ark.

Millions of mallards and hundreds of hunters meet in flooded woodland and reservoirs as the season opens



IN AN ELABORATE BLIND BUILT AMONG THE PIN-OAK STUMPS, A HUNTER WAITS PATIENTLY FOR AN UNWARY DUCK TO LEAVE THE LARGE FLOCK WHEELING ABOVE

All last week the air above U.S. marshes, lakes, rice fields and reservoirs resounded with the seductive duck calls of hunters and the hollow blasts of their shotguns. The nation's approximately 54 million waterfowl were being hunted in many places, but nowhere with greater enthusiasm than in Stuttgart, Ark. The vanguard of some three million migrating mallards, southbound down the great Mississippi flyway from Canada, were attracted to Stuttgart's 25 placid

reservoirs and numerous rice fields. So were hundreds of hunters who converged on the small (6,000) Arkansas town from every section of the U.S. This year 25,000 additional acres of hunting area were opened to the public to meet this growing demand. Splashing through the tree-filled reservoirs and lying in wait near elaborate blinds like the one above, LIFE Photographer Francis Miller soon discovered why Stuttgart proclaims itself the "duck capital of the world."



Ed Hofiger

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CONVENIENT AS CASH—100% SAFE!

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MOST WIDELY ACCEPTED CHEQUES IN THE WORLD!

He'll thank you every time he shaves ...if your gift is a Rolls Razor

The only safety razor with a built-in strop and hone that keep the one hollow-ground Sheffield steel blade always keen for superb shaving. Precision-built in its compact metal case. Easy and quick to use.

Rolls Razor pays for itself—saves him the money he now spends for blades.

Buy Rolls Razor at your favorite dealer.

\$15 COMPLETE

—no luxury tax



*The razor with
the safety blade
you never throw away*

ROLLS RAZOR

Sales and Service: 338 Madison Avenue
New York 17, New York

336 So. La Brea Avenue
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DECOYS FOR DUCKS are loaded into boat at dawn by Frank Freidenberg, who will float them near blinds distributed over 1,000 acres of water.



CALLING FOR DUCKS, Thad McCollum blows feed and mating calls to bring birds in for shot by 1948 Women's Trapshooting Champion Stella Petty.

CONTINUED ON PAGE 157

OLD GRAND-DAD
awaits your
holiday pleasure



Head of the



100 PROOF

Bourbon Family

Mellow, heart-warming Old Grand-Dad—in this distinctively appropriate and cheerful holiday package—will head many a smart Christmas gift list this year. So whether it's a problem of lustrous holiday entertaining, or the selection of very special gifts—the Head of the Bourbon Family awaits your pleasure. Better see your dealer today—to make sure.

National Distillers Products Corporation, New York, N. Y.

Pyrex Stars for Christmas Giving!

See these stars and dozens more at your nearest
PYREX Ware counter!



NEW! Strikingly designed, exciting in color!

Wonderful with any table setting! And endlessly useful—for oven-baking, for serving salads, soups, desserts. Set of large open bowl and 4 matching individual dishes—attractively gift-boxed. Red or yellow.

PYREX Hostess Oven-and-Table Set, gift-boxed \$2.95

2½-qt. open bowl \$1.39 each

12-oz. individual dishes 39¢ each



Give the gift of FULL-VIEW cooking

So good-looking—those sparkling Pyrex saucepans! And, like all Pyrex Flameware, they're truly a joy to use! You can see what's happening right through the clear glass sides and cover . . . see when the cooking's done just right! They're rugged and easy to keep shining-clean!

PYREX Covered Saucepan 1-qt. size \$1.95 1½-qt. size \$2.25
2-qt. size \$2.45



PYREX Casserole. Knob cover. For baking and serving.
2-qt. size **98¢**



PYREX Oven and Refrigerator Set. 4 covered dishes. For baking and storing.
\$2.95



PYREX Colored Bowl Set. For mixing, for oven and table use. The 4 bowls nest.
\$2.95



PYREX Double Boiler. Lets you see what's cooking!
1½-qt. size **\$3.45**



PYREX Ovenware Gift Set. 12 pieces, gift-boxed
\$3.19



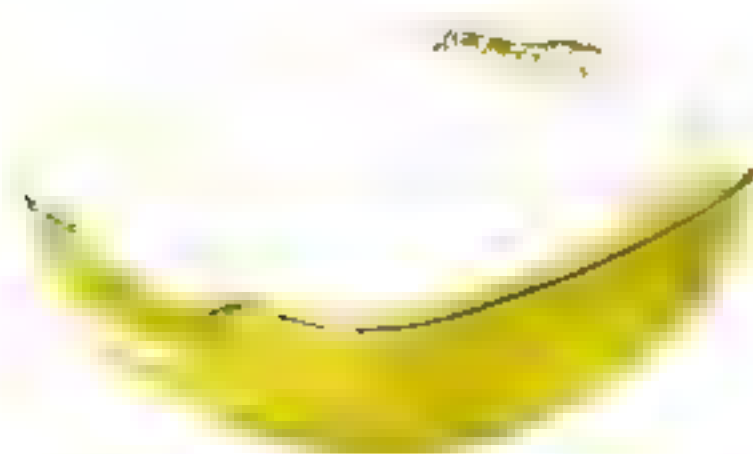
PYREX Teapot. Brews the tea, graces the table.
6-cup size **\$1.95**



PYREX Christmas Platter Set. 2 broiling platters, gift-boxed.
\$2.39



PYREX Utility Dish. 3-qt. size for oven baking.
98¢



NEW! PYREX Hostess Casserole. Generous 2½-qt. size. Cover keeps food hot. Red or yellow.
\$2.50



PYREX Percolators. You can watch the coffee perk to perfect strength.
4-cup \$2.45 6-cup \$2.95 9-cup \$3.45



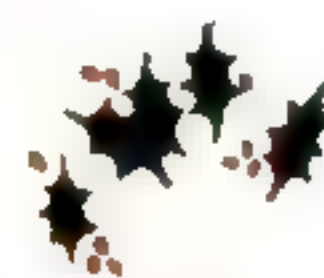
NEW! PYREX Oven Roaster. 3-qt. size **\$1.50**

PYREX FLAMEWARE

for top-of-stove cooking

PYREX OVENWARE

for baking and roasting



A Product of
CORNING GLASS WORKS

"Corning," "Pyrex," and "Double-Tough" are trade-marks in the U. S. of Corning Glass Works, Corning, N. Y.



FLIGHT'S END occurs as Dale Wiley fires and duck starts to fall. Blind on Pecker Wood Lake Reservoir is on platform between stumps masked by brush.



A DUCK SPLASHES near Wiley's blind on stilts after he gets another hit. Wiley's decoys (right) and duck call lured prey to within easy shooting range.

CONTINUED ON NEXT PAGE

Best shave you ever had or you get 50¢ for your 25¢!

BUY THE 25¢ TUBE OF MOLLÉ BRUSHLESS...
MAKE THE "MOLLÉ TEST" AND PROVE WHICH
GIVES YOU THE FINEST SHAVE!

1. When convenient, skip a shave.
2. Next day, when your whiskers are at their longest and toughest, put your present cream on half your face.
3. Put Mollé, the heavier brushless cream, on the other half. Spread it thin!
4. Go over your face JUST ONCE with your razor... and feel the difference.



Double your money back...



... if Mollé does not give you the best shave you ever had in your life. Get a tube today.

If this test does not convince you, just mail us back the Mollé tube. Address, Box 49, New York 8, N.Y. This offer expires December 31, 1949. Only one refund per customer.

THE HEAVIER BRUSHLESS CREAM

What's
in a
Christmas
Gift
Bottle?



All bottles packaged in this colorful gift carton... your choice of green, Christmas red or blue!

To Make a Friend of an Acquaintance... Give Southern Comfort.

IF IT'S A BOTTLE OF
**SOUTHERN
COMFORT**

You Give ALL THIS

Delicious Manhattan

Delightful Daiquiri

Wondrous Sour

Perfect Old Fashioned

Highball • Straight •
Holiday Punch • Collins •
Scarlett O'Hara

PLUS... A NEW SOUTHERN
COMFORT FAVORITE



THE MISSOURI MULE

Southern Comfort and Crown
Colony Ginger Beer, 1/4 Lime, Cubed Ice

100 PROOF LIQUEUR • SOUTHERN COMFORT CORP. • ST. LOUIS, MISSOURI



COLORFIXT ESQUIRE SOCKS IN 17 FULL-BLOODED INDIAN WARRIOR COLORS



**beware of coward colors
that run!**



Esquire's "Brave" shades *won't* run—*won't* fade—*will* wash and wash and always look bright as new! A special, exclusive process makes them **COLORFIXT**

Heap big Indian color for pale-face feet! Esquire Socks make big fashion pow-wow—bring

back 17 Indian Warrior Colors for all members of tribe. Only pee-wee wampum needed—75¢



ESQUIRE SOCKS

the smartest thing on two feet*
GET THEM AT YOUR MEN'S WEAR TEPEE

only 75¢

CLASSIC RIB.

Made of the finest of all cottons—long staple Genuine Lisle—with reinforced toes of imported Irish Linen. In Regular and Ankle Length. 75¢ a pair.

CLASSIC LINKS STITCH.

Made of finest of all cottons—long staple Genuine Lisle—in a self-pattern—reinforced toes of imported Irish Linen. Elastic-Top Anklets. 75¢ a pair.

ESQUIRE SOCKS, A Division of CHESTER H. ROTH CO., INC., MFRS., 389 5th Avenue, New York 16
*Slogan Copyrighted C. H. R. Co., Inc.



END OF THE HUNT comes when Wiley bags the limit of four. Here he heads for home, his ducks slung over an oar and his shotgun in case in his right hand.

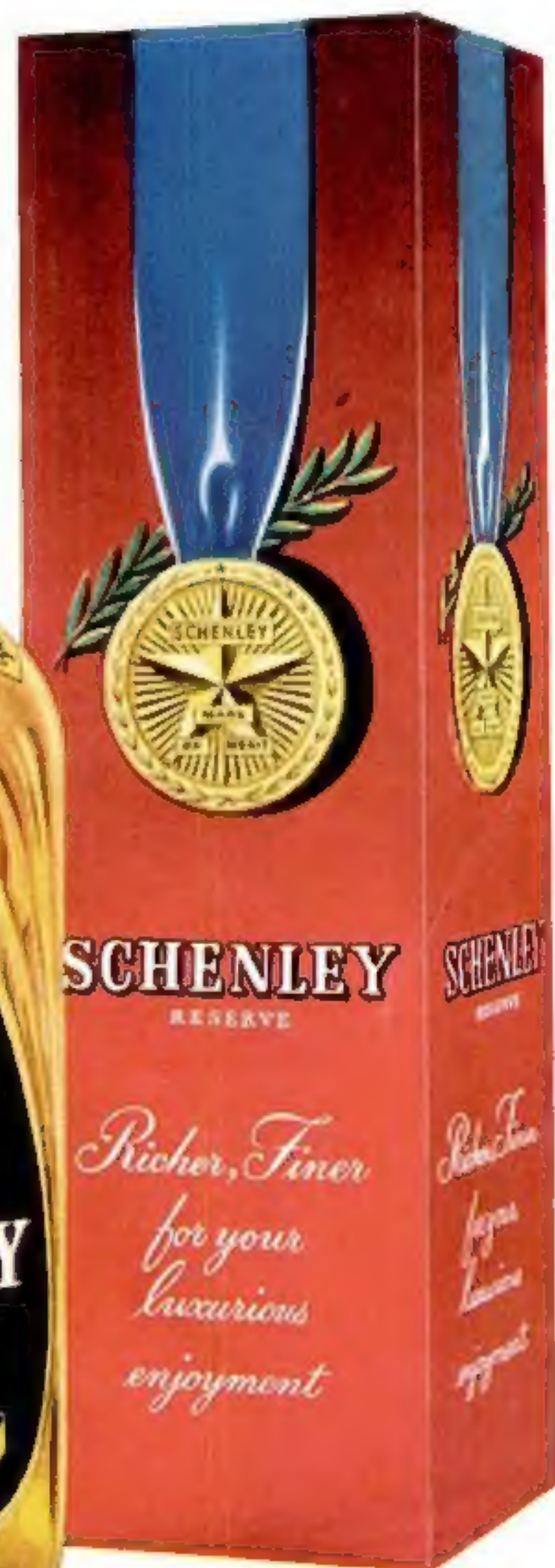


END OF THE DUCKS—in feathered form—comes when they are given to Stuttgart women to pluck. The women plucked 2,000 in the first four days.

★ TONY MARTIN, Screen, Radio and Recording Artist says: ★

"My Holiday Choice is
SCHENLEY

... there's nothing finer
for gift or guest"



ENJOY RICHER, FINER TASTE FROM SCHENLEY
THE HOUSE OF AGED WHISKIES

Schenley is a truly magnificent
gift in its beautiful Christmas
carton...yours at no extra cost.

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BE CHRISTMAS
WITHOUT—
Whitman's
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THE WORLD-FAMOUS SAMPLER

The best-known, best-liked box of candy—Christmas-wrapped. 1 lb. \$2.00 2 lbs. \$4.00



THE FAIRHILL

A choice selection—Christmas-decorated. 1 lb. \$1.50



THE ANTIQUE BOX

A fine assortment—special Christmas label. 1 lb. \$1.50



A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

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